



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

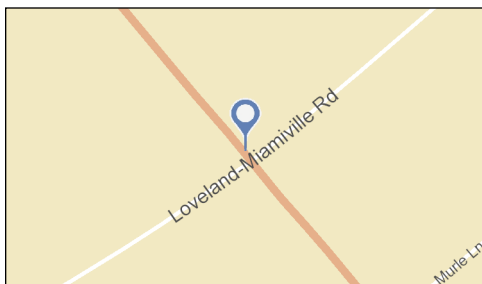
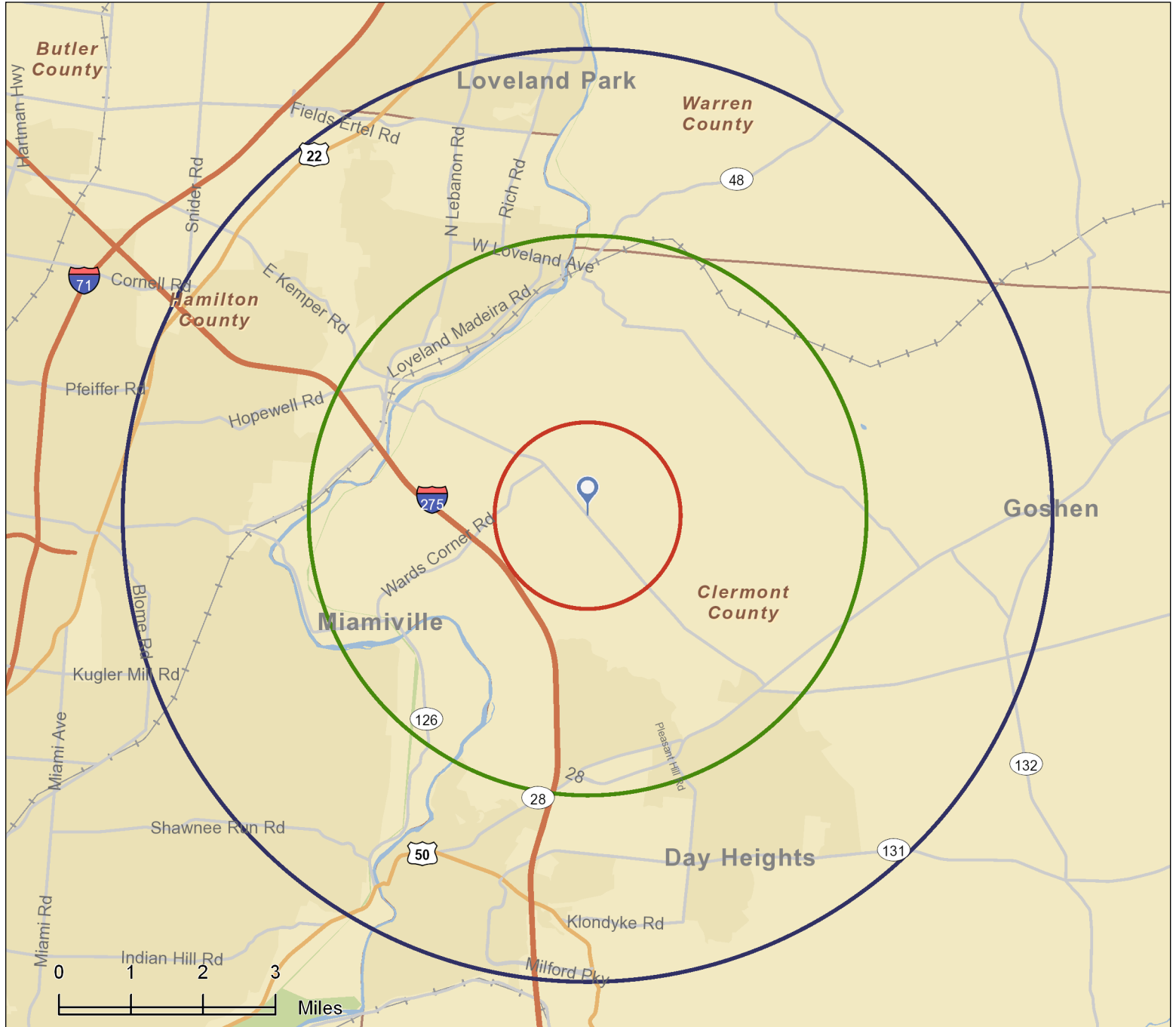
Site Map

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1, 3, 5 Miles

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566



March 27, 2012

Made with Esri Business Analyst



Market Profile

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
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	1 mile	3 miles	5 miles
Population Summary			
2000 Total Population	3,107	33,082	82,481
2000 Group Quarters	86	350	753
2010 Total Population	3,474	38,094	92,547
2015 Total Population	3,773	40,129	97,116
2010-2015 Annual Rate	1.67%	1.05%	0.97%
Household Summary			
2000 Households	1,036	11,619	30,150
2000 Average Household Size	2.92	2.82	2.71
2010 Households	1,153	13,493	33,994
2010 Average Household Size	2.95	2.80	2.70
2015 Households	1,259	14,251	35,739
2015 Average Household Size	2.94	2.79	2.70
2010-2015 Annual Rate	1.78%	1.10%	1.01%
2000 Families	905	9,237	22,812
2000 Average Family Size	3.16	3.20	3.16
2010 Families	997	10,604	25,341
2010 Average Family Size	3.21	3.19	3.16
2015 Families	1,083	11,145	26,487
2015 Average Family Size	3.21	3.19	3.16
2010-2015 Annual Rate	1.67%	1.00%	0.89%
Housing Unit Summary			
2000 Housing Units	1,053	11,938	31,251
Owner Occupied Housing Units	95.3%	81.8%	76.8%
Renter Occupied Housing Units	2.9%	15.4%	19.6%
Vacant Housing Units	1.8%	2.8%	3.6%
2010 Housing Units	1,195	14,154	36,095
Owner Occupied Housing Units	91.7%	79.6%	73.6%
Renter Occupied Housing Units	4.8%	15.8%	20.6%
Vacant Housing Units	3.5%	4.7%	5.8%
2015 Housing Units	1,317	15,084	38,273
Owner Occupied Housing Units	90.7%	79.2%	73.2%
Renter Occupied Housing Units	4.9%	15.3%	20.2%
Vacant Housing Units	4.4%	5.5%	6.6%
Median Household Income			
2000	\$85,027	\$66,867	\$60,620
2010	\$110,254	\$83,277	\$75,984
2015	\$122,268	\$94,821	\$84,764
Median Home Value			
2000	\$192,570	\$162,108	\$144,895
2010	\$238,320	\$196,126	\$171,242
2015	\$259,158	\$211,152	\$188,575
Per Capita Income			
2000	\$32,840	\$29,934	\$29,929
2010	\$41,104	\$37,307	\$35,918
2015	\$44,370	\$40,960	\$39,550
Median Age			
2000	36.6	36.0	36.3
2010	38.2	37.9	38.1
2015	38.0	37.8	37.9

Data Note: Household population includes persons not residing in group quarters. Average Household Size is the household population divided by total households. Persons in families include the householder and persons related to the householder by birth, marriage, or adoption. Per Capita Income represents the income received by all persons aged 15 years and over divided by the total population. Detail may not sum to totals due to rounding.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Income			
Household Income Base	1,046	11,742	30,093
<\$15,000	3.8%	6.5%	8.2%
\$15,000 - \$24,999	2.6%	5.8%	7.8%
\$25,000 - \$34,999	5.3%	10.4%	10.5%
\$35,000 - \$49,999	10.3%	13.7%	13.7%
\$50,000 - \$74,999	17.9%	19.3%	20.9%
\$75,000 - \$99,999	20.7%	16.9%	14.6%
\$100,000 - \$149,999	24.9%	16.0%	13.7%
\$150,000 - \$199,999	8.0%	5.8%	5.0%
\$200,000+	6.5%	5.5%	5.7%
Average Household Income	\$100,742	\$83,351	\$81,343
2010 Households by Income			
Household Income Base	1,153	13,494	33,994
<\$15,000	2.3%	4.3%	5.7%
\$15,000 - \$24,999	2.3%	3.3%	4.8%
\$25,000 - \$34,999	2.0%	4.8%	6.3%
\$35,000 - \$49,999	7.8%	12.6%	12.7%
\$50,000 - \$74,999	13.8%	17.7%	19.5%
\$75,000 - \$99,999	15.9%	18.0%	17.5%
\$100,000 - \$149,999	31.8%	22.6%	19.1%
\$150,000 - \$199,999	14.4%	8.9%	7.0%
\$200,000+	9.8%	7.9%	7.4%
Average Household Income	\$125,362	\$104,360	\$97,407
2015 Households by Income			
Household Income Base	1,260	14,250	35,738
<\$15,000	1.6%	3.3%	4.7%
\$15,000 - \$24,999	1.4%	2.4%	3.6%
\$25,000 - \$34,999	1.2%	3.2%	4.5%
\$35,000 - \$49,999	4.7%	8.5%	8.9%
\$50,000 - \$74,999	12.5%	17.8%	20.1%
\$75,000 - \$99,999	14.5%	17.7%	17.3%
\$100,000 - \$149,999	37.5%	28.0%	24.3%
\$150,000 - \$199,999	16.0%	10.3%	8.2%
\$200,000+	10.6%	8.8%	8.4%
Average Household Income	\$134,377	\$114,323	\$107,102
2000 Owner Occupied Housing Units by Value			
Total	1,009	9,817	23,990
<\$50,000	0.0%	4.7%	7.9%
\$50,000 - \$99,999	10.4%	20.5%	20.0%
\$100,000 - \$149,999	16.9%	19.3%	24.4%
\$150,000 - \$199,999	26.9%	22.7%	18.3%
\$200,000 - \$299,999	32.5%	19.7%	16.9%
\$300,000 - \$499,999	11.6%	11.6%	9.1%
\$500,000 - \$999,999	1.7%	1.2%	2.3%
\$1,000,000 +	0.0%	0.2%	0.9%
Average Home Value	\$209,557	\$183,651	\$183,903
2000 Specified Renter Occupied Housing Units by Contract Rent			
Total	22	1,812	6,042
With Cash Rent	100.0%	95.0%	95.3%
No Cash Rent	0.0%	5.0%	4.7%
Median Rent	\$667	\$522	\$531
Average Rent	\$642	\$518	\$571

Data Note: Income represents the preceding year, expressed in current dollars. Household income includes wage and salary earnings, interest dividends, net rents, pensions, SSI and welfare payments, child support, and alimony. Specified Renter Occupied Housing Units exclude houses on 10+ acres. Average Rent excludes units paying no cash.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Age			
Total	3,107	33,083	82,483
0 - 4	8.6%	8.1%	7.6%
5 - 9	9.2%	8.6%	8.3%
10 - 14	9.2%	8.6%	8.4%
15 - 24	9.7%	11.2%	11.6%
25 - 34	10.1%	11.5%	11.9%
35 - 44	20.8%	19.7%	18.4%
45 - 54	17.1%	16.0%	15.5%
55 - 64	7.6%	8.0%	8.4%
65 - 74	3.8%	4.6%	5.3%
75 - 84	2.4%	2.7%	3.3%
85 +	1.6%	1.0%	1.3%
18 +	67.9%	69.8%	70.9%
2010 Population by Age			
Total	3,472	38,093	92,547
0 - 4	8.7%	7.8%	7.4%
5 - 9	8.6%	8.0%	7.6%
10 - 14	8.5%	8.2%	7.6%
15 - 24	9.8%	11.2%	11.8%
25 - 34	9.4%	10.8%	11.6%
35 - 44	17.2%	15.1%	14.1%
45 - 54	18.6%	17.7%	16.6%
55 - 64	11.2%	11.8%	12.1%
65 - 74	4.3%	5.3%	6.0%
75 - 84	2.2%	2.8%	3.5%
85 +	1.5%	1.3%	1.7%
18 +	69.1%	71.2%	72.9%
2015 Population by Age			
Total	3,775	40,129	97,114
0 - 4	8.6%	7.7%	7.3%
5 - 9	8.6%	8.0%	7.5%
10 - 14	8.5%	8.2%	7.7%
15 - 24	9.6%	11.2%	11.6%
25 - 34	9.9%	10.9%	12.1%
35 - 44	16.1%	14.3%	13.3%
45 - 54	17.5%	16.2%	14.9%
55 - 64	11.7%	12.7%	12.7%
65 - 74	5.6%	6.8%	7.7%
75 - 84	2.3%	2.8%	3.5%
85 +	1.4%	1.3%	1.7%
18 +	69.2%	71.4%	73.2%
2000 Population by Sex			
Males	48.9%	49.0%	48.8%
Females	51.1%	51.0%	51.2%
2010 Population by Sex			
Males	49.3%	49.2%	48.9%
Females	50.7%	50.8%	51.1%
2015 Population by Sex			
Males	49.4%	49.3%	48.9%
Females	50.6%	50.7%	51.1%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Population by Race/Ethnicity			
Total	3,107	33,081	82,481
White Alone	97.0%	95.9%	95.1%
Black Alone	0.6%	1.4%	1.7%
American Indian Alone	0.1%	0.1%	0.2%
Asian or Pacific Islander Alone	1.2%	1.2%	1.8%
Some Other Race Alone	0.2%	0.3%	0.3%
Two or More Races	0.7%	1.0%	1.0%
Hispanic Origin	1.0%	1.1%	1.0%
Diversity Index	7.6	10.0	11.4
2010 Population by Race/Ethnicity			
Total	3,475	38,094	92,547
White Alone	95.8%	94.5%	93.2%
Black Alone	1.0%	1.9%	2.3%
American Indian Alone	0.2%	0.1%	0.2%
Asian or Pacific Islander Alone	1.7%	1.6%	2.5%
Some Other Race Alone	0.3%	0.5%	0.5%
Two or More Races	1.1%	1.3%	1.3%
Hispanic Origin	1.5%	1.8%	1.9%
Diversity Index	10.9	13.7	16.2
2015 Population by Race/Ethnicity			
Total	3,774	40,129	97,115
White Alone	95.2%	93.9%	92.4%
Black Alone	1.1%	2.2%	2.6%
American Indian Alone	0.2%	0.2%	0.2%
Asian or Pacific Islander Alone	1.9%	1.8%	2.8%
Some Other Race Alone	0.4%	0.5%	0.6%
Two or More Races	1.2%	1.5%	1.5%
Hispanic Origin	1.8%	2.2%	2.3%
Diversity Index	12.6	15.6	18.4
2000 Population 3+ by School Enrollment			
Total	2,957	31,577	78,922
Enrolled in Nursery/Preschool	3.1%	2.2%	2.2%
Enrolled in Kindergarten	1.9%	2.0%	1.8%
Enrolled in Grade 1-8	15.2%	14.9%	14.2%
Enrolled in Grade 9-12	7.5%	6.8%	6.9%
Enrolled in College	3.3%	3.1%	3.2%
Enrolled in Grad/Prof School	0.7%	0.9%	0.9%
Not Enrolled in School	68.3%	70.3%	70.8%
2010 Population 25+ by Educational Attainment			
Total	2,239	24,675	60,711
Less Than 9th Grade	0.6%	1.9%	2.3%
9th to 12th Grade, No Diploma	2.2%	4.7%	5.9%
High School Graduate	16.0%	22.3%	24.5%
Some College, No Degree	16.4%	17.8%	17.9%
Associate Degree	7.7%	7.6%	8.0%
Bachelor's Degree	35.1%	28.4%	25.4%
Graduate/Professional Degree	22.0%	17.4%	15.9%

Data Note: Persons of Hispanic Origin may be of any race. The Diversity Index measures the probability that two people from the same area will be from different race/ethnic groups.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Population 15+ by Marital Status			
Total	2,581	28,952	71,656
Never Married	19.0%	22.4%	23.5%
Married	70.1%	64.5%	62.0%
Widowed	4.6%	4.3%	5.3%
Divorced	6.3%	8.8%	9.2%
2000 Population 16+ by Employment Status			
Total	2,220	24,131	61,090
In Labor Force	67.9%	70.7%	69.9%
Civilian Employed	66.9%	69.1%	67.8%
Civilian Unemployed	1.0%	1.6%	2.1%
In Armed Forces	0.0%	0.0%	0.0%
Not In Labor Force	32.1%	29.3%	30.1%
2010 Civilian Population 16+ in Labor Force			
Civilian Employed	92.4%	91.3%	90.4%
Civilian Unemployed	7.6%	8.7%	9.6%
2015 Civilian Population 16+ in Labor Force			
Civilian Employed	93.8%	92.9%	92.2%
Civilian Unemployed	6.2%	7.1%	7.8%
2000 Females 16+ by Employment Status and Age of Children			
Total	1,129	12,510	31,969
Own Children < 6 Only	12.2%	9.9%	8.8%
Employed/in Armed Forces	7.0%	5.5%	5.3%
Unemployed	0.1%	0.4%	0.4%
Not in Labor Force	5.1%	3.9%	3.1%
Own Children <6 and 6-17 Only	8.1%	7.8%	7.7%
Employed/in Armed Forces	3.9%	3.8%	4.0%
Unemployed	0.2%	0.2%	0.2%
Not in Labor Force	4.1%	3.8%	3.5%
Own Children 6-17 Only	24.3%	23.7%	21.8%
Employed/in Armed Forces	15.7%	17.2%	16.0%
Unemployed	0.0%	0.2%	0.4%
Not in Labor Force	8.6%	6.3%	5.5%
No Own Children < 18	55.4%	58.6%	61.7%
Employed/in Armed Forces	27.5%	33.2%	33.5%
Unemployed	0.3%	0.6%	1.0%
Not in Labor Force	27.5%	24.9%	27.2%
2010 Employed Population 16+ by Industry			
Total	1,566	18,074	44,208
Agriculture/Mining	0.0%	0.2%	0.1%
Construction	3.5%	4.4%	4.8%
Manufacturing	15.6%	15.6%	13.8%
Wholesale Trade	4.0%	4.0%	4.2%
Retail Trade	12.5%	11.9%	11.8%
Transportation/Utilities	2.4%	3.2%	3.4%
Information	2.2%	1.9%	2.0%
Finance/Insurance/Real Estate	10.2%	9.0%	8.9%
Services	48.9%	48.4%	49.1%
Public Administration	0.6%	1.3%	1.9%

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2010 Employed Population 16+ by Occupation			
Total	1,569	18,076	44,210
White Collar	84.5%	75.6%	71.9%
Management/Business/Financial	27.3%	22.0%	20.5%
Professional	30.2%	26.5%	25.1%
Sales	16.2%	13.8%	13.5%
Administrative Support	10.8%	13.3%	12.8%
Services	7.6%	10.7%	13.2%
Blue Collar	7.9%	13.7%	14.9%
Farming/Forestry/Fishing	0.0%	0.0%	0.0%
Construction/Extraction	1.5%	2.5%	3.2%
Installation/Maintenance/Repair	2.2%	3.5%	3.5%
Production	2.0%	3.9%	4.3%
Transportation/Material Moving	2.2%	3.7%	4.0%
2000 Workers 16+ by Means of Transportation to Work			
Total	1,481	16,459	40,803
Drove Alone - Car, Truck, or Van	88.7%	87.1%	86.4%
Carpooled - Car, Truck, or Van	4.1%	6.8%	7.3%
Public Transportation	0.1%	0.4%	0.8%
Walked	0.1%	0.3%	0.9%
Other Means	0.7%	0.9%	0.6%
Worked at Home	6.3%	4.6%	4.0%
2000 Workers 16+ by Travel Time to Work			
Total	1,481	16,460	40,804
Did not Work at Home	93.7%	95.5%	96.0%
Less than 5 minutes	0.9%	1.7%	2.1%
5 to 9 minutes	5.1%	6.4%	7.3%
10 to 19 minutes	24.4%	26.1%	24.9%
20 to 24 minutes	16.9%	17.7%	16.9%
25 to 34 minutes	28.3%	26.3%	26.2%
35 to 44 minutes	7.4%	7.3%	8.0%
45 to 59 minutes	8.4%	6.8%	7.1%
60 to 89 minutes	1.3%	1.7%	1.9%
90 or more minutes	1.1%	1.4%	1.6%
Worked at Home	6.3%	4.6%	4.0%
Average Travel Time to Work (in min)	25.7	25.0	25.3
2000 Households by Vehicles Available			
Total	1,029	11,648	30,102
None	0.6%	2.4%	4.2%
1	12.8%	22.1%	24.3%
2	57.3%	50.0%	47.1%
3	22.0%	19.1%	18.0%
4	5.3%	4.6%	4.7%
5+	2.0%	1.7%	1.7%
Average Number of Vehicles Available	2.3	2.1	2.0

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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2000 Households by Type			
Total	1,036	11,618	30,150
Family Households	87.4%	79.5%	75.7%
Married-couple Family	81.5%	68.5%	64.3%
With Related Children	47.5%	37.6%	34.3%
Other Family (No Spouse)	5.9%	11.0%	11.3%
With Related Children	3.8%	7.6%	7.7%
Nonfamily Households	12.6%	20.5%	24.3%
Householder Living Alone	10.6%	17.1%	20.6%
Householder Not Living Alone	2.0%	3.4%	3.7%
Households with Related Children	51.3%	45.2%	41.9%
Households with Persons 65+	12.0%	15.2%	18.6%
2000 Households by Size			
Total	1,036	11,619	30,150
1 Person Household	10.6%	17.0%	20.6%
2 Person Household	32.2%	32.7%	32.1%
3 Person Household	18.5%	18.6%	18.0%
4 Person Household	24.7%	20.0%	18.2%
5 Person Household	10.4%	8.7%	8.1%
6 Person Household	2.8%	2.2%	2.2%
7 + Person Household	0.7%	0.7%	0.7%
2000 Households by Year Householder Moved In			
Total	1,029	11,649	30,101
Moved in 1999 to March 2000	18.0%	17.7%	17.7%
Moved in 1995 to 1998	38.8%	32.7%	31.8%
Moved in 1990 to 1994	19.4%	18.7%	18.1%
Moved in 1980 to 1989	14.8%	16.4%	16.5%
Moved in 1970 to 1979	6.3%	7.8%	9.0%
Moved in 1969 or Earlier	2.7%	6.7%	6.9%
Median Year Householder Moved In	1996	1995	1995
2000 Housing Units by Units in Structure			
Total	1,045	11,990	31,211
1, Detached	92.2%	78.6%	71.6%
1, Attached	3.4%	3.4%	3.3%
2	0.2%	0.8%	0.8%
3 or 4	0.4%	1.0%	2.2%
5 to 9	1.0%	2.2%	3.4%
10 to 19	2.9%	9.2%	8.5%
20 +	0.0%	0.9%	3.6%
Mobile Home	0.0%	4.0%	6.5%
Other	0.0%	0.0%	0.0%
2000 Housing Units by Year Structure Built			
Total	1,045	11,989	31,212
1999 to March 2000	7.8%	3.8%	2.7%
1995 to 1998	20.9%	13.2%	12.6%
1990 to 1994	19.2%	14.9%	12.9%
1980 to 1989	26.9%	21.1%	19.3%
1970 to 1979	15.7%	17.7%	20.5%
1969 or Earlier	9.6%	29.3%	32.0%
Median Year Structure Built	1989	1981	1979

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

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	1 mile	3 miles	5 miles
Top 3 Tapestry Segments			
1.	Boomburbs	Boomburbs	Boomburbs
2.	Exurbanites	Exurbanites	Suburban Splendor
3.		Suburban Splendor	Crossroads
2010 Consumer Spending			
Apparel & Services: Total \$	\$3,449,400	\$33,729,614	\$79,486,281
Average Spent	\$2,991.56	\$2,499.75	\$2,338.22
Spending Potential Index	125	104	98
Computers & Accessories: Total \$	\$465,628	\$4,489,621	\$10,489,926
Average Spent	\$403.83	\$332.73	\$308.58
Spending Potential Index	184	151	140
Education: Total \$	\$2,683,799	\$25,973,746	\$60,908,981
Average Spent	\$2,327.58	\$1,924.95	\$1,791.74
Spending Potential Index	191	158	147
Entertainment/Recreation: Total \$	\$6,920,488	\$67,075,185	\$156,895,891
Average Spent	\$6,001.94	\$4,971.03	\$4,615.35
Spending Potential Index	186	154	143
Food at Home: Total \$	\$8,407,478	\$85,330,506	\$203,779,454
Average Spent	\$7,291.56	\$6,323.96	\$5,994.51
Spending Potential Index	163	141	134
Food Away from Home: Total \$	\$6,455,104	\$64,059,493	\$151,603,008
Average Spent	\$5,598.32	\$4,747.54	\$4,459.65
Spending Potential Index	174	148	139
Health Care: Total \$	\$6,874,571	\$70,624,664	\$170,065,166
Average Spent	\$5,962.11	\$5,234.09	\$5,002.75
Spending Potential Index	160	140	134
HH Furnishings & Equipment: Total \$	\$3,937,455	\$37,655,437	\$87,697,648
Average Spent	\$3,414.84	\$2,790.70	\$2,579.77
Spending Potential Index	166	136	125
Investments: Total \$	\$3,474,345	\$34,460,573	\$80,854,011
Average Spent	\$3,013.20	\$2,553.92	\$2,378.46
Spending Potential Index	173	147	137
Retail Goods: Total \$	\$48,393,019	\$477,042,330	\$1,122,627,512
Average Spent	\$41,969.85	\$35,354.25	\$33,023.95
Spending Potential Index	169	142	133
Shelter: Total \$	\$33,781,406	\$324,595,218	\$763,630,506
Average Spent	\$29,297.62	\$24,056.19	\$22,463.46
Spending Potential Index	186	152	142
TV/Video/Audio: Total \$	\$2,412,421	\$24,148,305	\$57,390,648
Average Spent	\$2,092.22	\$1,789.66	\$1,688.24
Spending Potential Index	168	144	136
Travel: Total \$	\$4,278,615	\$40,465,967	\$93,996,046
Average Spent	\$3,710.72	\$2,998.99	\$2,765.05
Spending Potential Index	196	158	146
Vehicle Maintenance & Repairs: Total \$	\$1,881,885	\$18,711,410	\$44,218,732
Average Spent	\$1,632.10	\$1,386.73	\$1,300.77
Spending Potential Index	173	147	138

Data Note: Consumer spending shows the amount spent on a variety of goods and services by households that reside in the area. Expenditures are shown by broad budget categories that are not mutually exclusive. Consumer spending does not equal business revenue. Total and Average Amount Spent Per Household represent annual figures. The Spending Potential Index represents the amount spent in the area relative to a national average of 100.

Source: Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics. Esri.

Source: U.S. Bureau of the Census, 2000 Census of Population and Housing. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

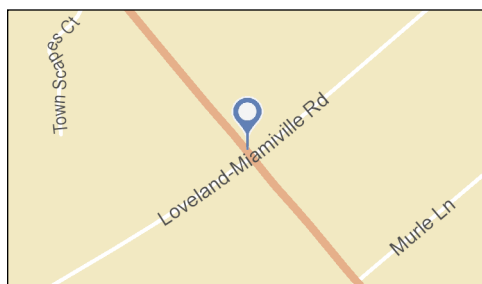
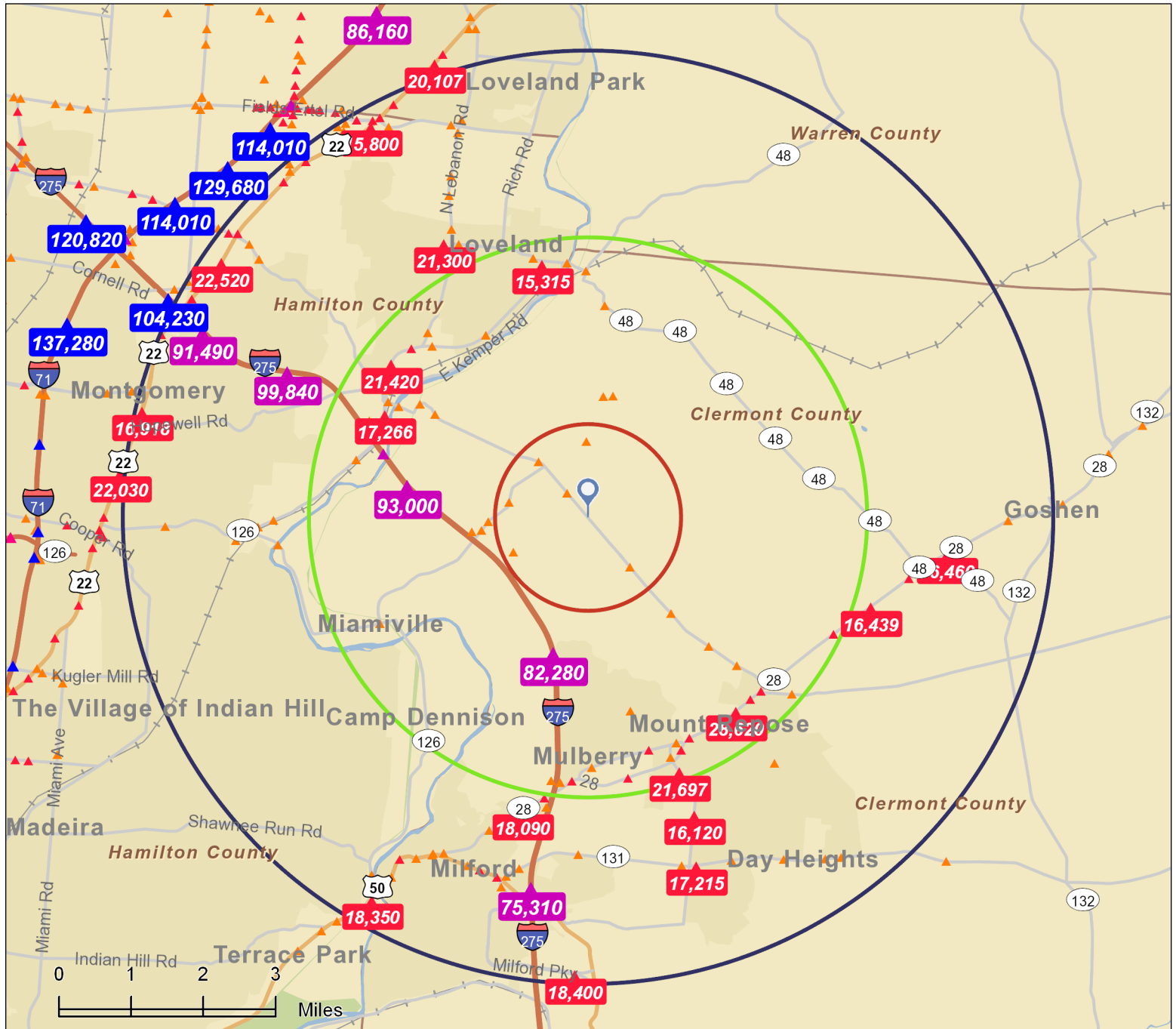
Traffic Count Map

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1, 3, 5 Miles

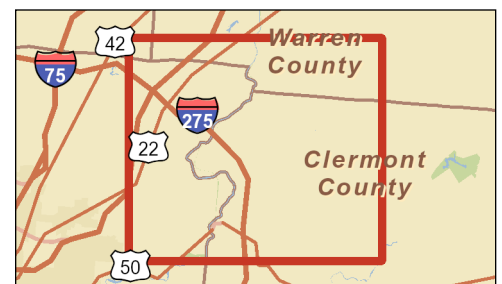
www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566



Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
▲ 15,001 - 30,000
▲ 30,001 - 50,000
▲ 50,001 - 100,000
▲ More than 100,000 per day



Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

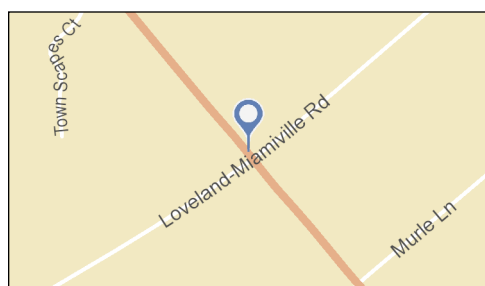
Traffic Count Map - Close Up

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1, 3, 5 Miles

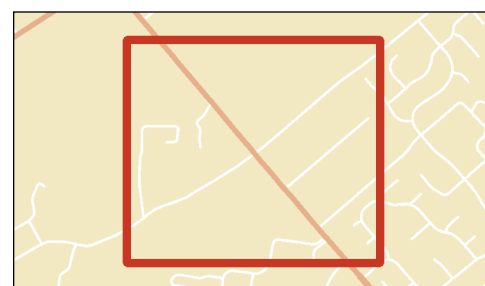
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Latitude: 39.22925

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Average Daily Traffic Volume
▲ Up to 6,000 vehicles per day
▲ 6,001 - 15,000
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▲ 50,001 - 100,000
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Source: ©2011 MPSI (Market Planning Solutions Inc.) Systems Inc. d.b.a. DataMetrix®

March 27, 2012



Business Summary

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

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Latitude: 39.22925
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Data for all businesses in area		1 mile		3 miles		5 miles						
Total Businesses:		52		1,123		2,934						
Total Employees:		284		10,759		33,257						
Total Residential Population:		3,474		38,094		92,547						
Employee/Residential Population Ratio:		0.08		0.28		0.36						
by SIC Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture & Mining	2	4.1%	7	2.4%	42	3.7%	230	2.1%	93	3.2%	457	1.4%
Construction	9	17.7%	21	7.3%	148	13.1%	549	5.1%	304	10.4%	1,565	4.7%
Manufacturing	2	3.6%	3	0.9%	43	3.8%	1,512	14.1%	107	3.6%	2,796	8.4%
Transportation	2	3.0%	5	1.9%	20	1.8%	126	1.2%	57	1.9%	460	1.4%
Communication	0	0.2%	0	0.0%	6	0.5%	31	0.3%	12	0.4%	65	0.2%
Utility	0	0.4%	5	1.8%	2	0.2%	28	0.3%	3	0.1%	32	0.1%
Wholesale Trade	3	5.1%	7	2.6%	58	5.1%	365	3.4%	148	5.0%	1,131	3.4%
Retail Trade Summary	8	15.4%	68	23.9%	231	20.5%	2,606	24.2%	667	22.7%	8,626	25.9%
Home Improvement	0	0.2%	0	0.0%	24	2.2%	341	3.2%	58	2.0%	670	2.0%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.3%	9	0.1%	18	0.6%	699	2.1%
Food Stores	1	2.0%	5	1.9%	26	2.4%	289	2.7%	71	2.4%	1,636	4.9%
Auto Dealers, Gas Stations, Auto Aftermarket	1	1.7%	6	2.3%	27	2.4%	397	3.7%	75	2.6%	928	2.8%
Apparel & Accessory Stores	1	1.0%	3	1.0%	10	0.9%	31	0.3%	22	0.8%	155	0.5%
Furniture & Home Furnishings	0	0.9%	3	1.1%	34	3.0%	412	3.8%	82	2.8%	915	2.8%
Eating & Drinking Places	3	5.9%	43	15.2%	56	5.0%	903	8.4%	167	5.7%	2,738	8.2%
Miscellaneous Retail	2	3.6%	7	2.5%	50	4.5%	224	2.1%	174	5.9%	885	2.7%
Finance, Insurance, Real Estate Summary	4	7.7%	11	3.8%	121	10.8%	1,472	13.7%	318	10.8%	2,915	8.8%
Banks, Savings & Lending Institutions	2	3.3%	8	2.9%	27	2.4%	152	1.4%	76	2.6%	564	1.7%
Securities Brokers	0	0.2%	0	0.0%	6	0.5%	14	0.1%	28	1.0%	75	0.2%
Insurance Carriers & Agents	0	0.5%	1	0.2%	37	3.3%	1,006	9.4%	87	3.0%	1,264	3.8%
Real Estate, Holding, Other Investment Offices	2	3.6%	2	0.8%	52	4.6%	300	2.8%	127	4.3%	1,012	3.0%
Services Summary	21	41.2%	157	55.3%	421	37.5%	3,534	32.9%	1,113	37.9%	14,229	42.8%
Hotels & Lodging	0	0.0%	0	0.0%	6	0.5%	41	0.4%	10	0.4%	76	0.2%
Automotive Services	2	3.3%	4	1.5%	34	3.0%	159	1.5%	93	3.2%	460	1.4%
Motion Pictures & Amusements	1	1.8%	23	8.2%	35	3.1%	376	3.5%	79	2.7%	716	2.2%
Health Services	1	2.9%	50	17.6%	46	4.1%	601	5.6%	162	5.5%	5,651	17.0%
Legal Services	0	0.8%	2	0.7%	7	0.6%	9	0.1%	20	0.7%	36	0.1%
Education Institutions & Libraries	2	3.2%	30	10.7%	25	2.2%	846	7.9%	65	2.2%	2,459	7.4%
Other Services	15	29.2%	47	16.6%	268	23.9%	1,503	14.0%	684	23.3%	4,832	14.5%
Government	0	0.0%	0	0.0%	15	1.4%	297	2.8%	49	1.7%	941	2.8%
Other	1	1.7%	0	0.0%	18	1.6%	9	0.1%	62	2.1%	39	0.1%
Totals	52	100%	284	100%	1,123	100%	10,759	100%	2,934	100%	33,257	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Business Summary

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Rings: 1, 3, 5 miles radii

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Latitude: 39.22925
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by NAICS Codes	Businesses		Employees		Businesses		Employees		Businesses		Employees	
	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent	Number	Percent
Agriculture, Forestry, Fishing & Hunting	0	0.8%	0	0.1%	4	0.3%	9	0.1%	9	0.3%	18	0.1%
Mining	0	0.0%	0	0.0%	1	0.1%	5	0.0%	2	0.1%	10	0.0%
Utilities	0	0.4%	5	1.8%	2	0.1%	28	0.3%	2	0.1%	30	0.1%
Construction	9	17.7%	21	7.3%	156	13.9%	575	5.3%	323	11.0%	1,626	4.9%
Manufacturing	2	3.6%	3	0.9%	45	4.0%	1,328	12.3%	114	3.9%	2,609	7.8%
Wholesale Trade	3	5.1%	7	2.6%	55	4.9%	356	3.3%	138	4.7%	1,026	3.1%
Retail Trade	5	9.4%	25	8.7%	165	14.7%	1,539	14.3%	472	16.1%	5,661	17.0%
Motor Vehicle & Parts Dealers	0	0.9%	2	0.5%	22	1.9%	367	3.4%	55	1.9%	818	2.5%
Furniture & Home Furnishings Stores	0	0.4%	1	0.4%	10	0.9%	95	0.9%	32	1.1%	189	0.6%
Electronics & Appliance Stores	0	0.5%	2	0.8%	17	1.6%	176	1.6%	39	1.3%	576	1.7%
Bldg Material & Garden Equipment & Supplies Dealers	0	0.2%	0	0.0%	22	2.0%	289	2.7%	54	1.8%	615	1.8%
Food & Beverage Stores	1	2.4%	6	1.9%	28	2.5%	280	2.6%	55	1.9%	1,554	4.7%
Health & Personal Care Stores	1	1.3%	1	0.3%	6	0.6%	52	0.5%	35	1.2%	271	0.8%
Gasoline Stations	0	0.8%	5	1.7%	5	0.5%	29	0.3%	20	0.7%	110	0.3%
Clothing & Clothing Accessories Stores	1	1.0%	3	1.0%	11	0.9%	33	0.3%	31	1.1%	199	0.6%
Sport Goods, Hobby, Book, & Music Stores	0	0.4%	0	0.1%	13	1.1%	59	0.5%	40	1.4%	149	0.4%
General Merchandise Stores	0	0.0%	0	0.0%	3	0.3%	9	0.1%	18	0.6%	699	2.1%
Miscellaneous Store Retailers	0	0.8%	0	0.0%	24	2.1%	123	1.1%	83	2.8%	326	1.0%
Nonstore Retailers	0	0.8%	5	1.9%	2	0.2%	27	0.3%	9	0.3%	157	0.5%
Transportation & Warehousing	1	1.8%	2	0.8%	16	1.4%	106	1.0%	56	1.9%	447	1.3%
Information	1	1.1%	2	0.8%	19	1.7%	418	3.9%	43	1.5%	540	1.6%
Finance & Insurance	3	4.8%	10	3.3%	70	6.2%	1,173	10.9%	193	6.6%	1,906	5.7%
Central Bank/Credit Intermediation & Related Activities	2	3.3%	8	2.9%	27	2.4%	152	1.4%	75	2.6%	564	1.7%
Securities, Commodity Contracts & Other Financial	0	0.2%	0	0.0%	6	0.5%	14	0.1%	29	1.0%	75	0.2%
Insurance Carriers & Related Activities; Funds, Trusts &	1	1.3%	1	0.5%	38	3.3%	1,008	9.4%	88	3.0%	1,266	3.8%
Real Estate, Rental & Leasing	2	3.6%	2	0.6%	59	5.3%	326	3.0%	140	4.8%	924	2.8%
Professional, Scientific & Tech Services	6	11.1%	13	4.5%	108	9.6%	405	3.8%	277	9.4%	1,457	4.4%
Legal Services	0	0.8%	2	0.7%	7	0.6%	9	0.1%	22	0.8%	49	0.1%
Management of Companies & Enterprises	0	0.4%	0	0.1%	2	0.2%	14	0.1%	5	0.2%	145	0.4%
Administrative & Support & Waste Management & Remediation	5	8.8%	13	4.6%	71	6.3%	445	4.1%	149	5.1%	1,796	5.4%
Educational Services	2	3.2%	30	10.7%	33	2.9%	865	8.0%	76	2.6%	2,472	7.4%
Health Care & Social Assistance	2	3.8%	56	19.7%	58	5.2%	673	6.3%	198	6.8%	5,899	17.7%
Arts, Entertainment & Recreation	1	1.6%	23	8.1%	24	2.1%	574	5.3%	62	2.1%	904	2.7%
Accommodation & Food Services	3	5.9%	43	15.2%	65	5.8%	960	8.9%	183	6.2%	2,851	8.6%
Accommodation	0	0.0%	0	0.0%	6	0.5%	41	0.4%	10	0.4%	76	0.2%
Food Services & Drinking Places	3	5.9%	43	15.2%	59	5.3%	920	8.5%	173	5.9%	2,775	8.3%
Other Services (except Public Administration)	8	15.3%	29	10.1%	139	12.4%	655	6.1%	379	12.9%	1,951	5.9%
Automotive Repair & Maintenance	1	1.7%	3	1.1%	26	2.3%	137	1.3%	68	2.3%	367	1.1%
Public Administration	0	0.0%	0	0.0%	15	1.4%	297	2.8%	49	1.7%	941	2.8%
Unclassified Establishments	1	1.7%	0	0.0%	18	1.6%	9	0.1%	63	2.2%	44	0.1%
Total	52	100%	284	100%	1,123	100%	10,759	100%	2,934	100%	33,257	100%

Source: Business data provided by Infogroup, Omaha NE Copyright 2010, all rights reserved. Esri forecasts for 2010.

March 27, 2012



Retail MarketPlace Profile

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Summary Demographics

2010 Population	3,474
2010 Households	1,153
2010 Median Disposable Income	\$81,163
2010 Per Capita Income	\$41,101

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$52,100,772	\$6,771,299	\$45,329,472	77.0	8
Total Retail Trade	44-45	\$44,460,956	\$5,320,933	\$39,140,024	78.6	5
Total Food & Drink	722	\$7,639,815	\$1,450,367	\$6,189,449	68.1	3

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$10,903,360	\$179,428	\$10,723,931	96.8	0
Automobile Dealers	4411	\$9,221,902	\$67,775	\$9,154,127	98.5	0
Other Motor Vehicle Dealers	4412	\$856,772	\$66,727	\$790,045	85.5	0
Auto Parts, Accessories & Tire Stores	4413	\$824,686	\$44,927	\$779,759	89.7	0
Furniture & Home Furnishings Stores	442	\$827,191	\$110,371	\$716,820	76.5	0
Furniture Stores	4421	\$431,621	\$110,371	\$321,250	59.3	0
Home Furnishings Stores	4422	\$395,570	\$0	\$395,570	100.0	0
Electronics & Appliance Stores	4431	\$1,941,708	\$159,492	\$1,782,216	84.8	0
Bldg Materials, Garden Equip. & Supply Stores	444	\$1,885,520	\$0	\$1,885,520	100.0	0
Bldg Material & Supplies Dealers	4441	\$1,783,345	\$0	\$1,783,345	100.0	0
Lawn & Garden Equip & Supply Stores	4442	\$102,175	\$0	\$102,175	100.0	0
Food & Beverage Stores	445	\$7,533,945	\$543,428	\$6,990,517	86.5	1
Grocery Stores	4451	\$7,216,794	\$478,867	\$6,737,928	87.6	1
Specialty Food Stores	4452	\$107,263	\$47,249	\$60,014	38.8	1
Beer, Wine & Liquor Stores	4453	\$209,887	\$17,312	\$192,575	84.8	0
Health & Personal Care Stores	446,4461	\$858,283	\$260,219	\$598,064	53.5	1
Gasoline Stations	447,4471	\$7,017,481	\$3,234,727	\$3,782,754	36.9	0
Clothing & Clothing Accessories Stores	448	\$1,327,181	\$150,387	\$1,176,794	79.6	1
Clothing Stores	4481	\$960,988	\$25,803	\$935,185	94.8	0
Shoe Stores	4482	\$203,188	\$116,079	\$87,109	27.3	0
Jewelry, Luggage & Leather Goods Stores	4483	\$163,005	\$8,506	\$154,500	90.1	0
Sporting Goods, Hobby, Book & Music Stores	451	\$216,085	\$10,159	\$205,925	91.0	0
Sporting Goods/Hobby/Musical Instr Stores	4511	\$167,106	\$10,159	\$156,947	88.5	0
Book, Periodical & Music Stores	4512	\$48,978	\$0	\$48,978	100.0	0
General Merchandise Stores	452	\$7,250,847	\$0	\$7,250,847	100.0	0
Department Stores Excluding Leased Depts.	4521	\$3,203,039	\$0	\$3,203,039	100.0	0
Other General Merchandise Stores	4529	\$4,047,808	\$0	\$4,047,808	100.0	0
Miscellaneous Store Retailers	453	\$621,407	\$33,808	\$587,599	89.7	1
Florists	4531	\$38,439	\$9,577	\$28,862	60.1	0
Office Supplies, Stationery & Gift Stores	4532	\$215,073	\$24,230	\$190,842	79.7	0
Used Merchandise Stores	4533	\$15,131	\$0	\$15,131	100.0	0
Other Miscellaneous Store Retailers	4539	\$352,763	\$0	\$352,763	100.0	0
Nonstore Retailers	454	\$4,077,948	\$638,914	\$3,439,034	72.9	0
Electronic Shopping & Mail-Order Houses	4541	\$3,876,729	\$0	\$3,876,729	100.0	0
Vending Machine Operators	4542	\$5,664	\$0	\$5,664	100.0	0
Direct Selling Establishments	4543	\$195,555	\$638,914	\$-443,359	-53.1	0
Food Services & Drinking Places	722	\$7,639,815	\$1,450,367	\$6,189,449	68.1	3
Full-Service Restaurants	7221	\$2,741,106	\$424,304	\$2,316,801	73.2	1
Limited-Service Eating Places	7222	\$4,237,767	\$480,282	\$3,757,485	79.6	2
Special Food Services	7223	\$530,290	\$0	\$530,290	100.0	0
Drinking Places - Alcoholic Beverages	7224	\$130,653	\$545,781	\$-415,128	-61.4	0

Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

March 27, 2012

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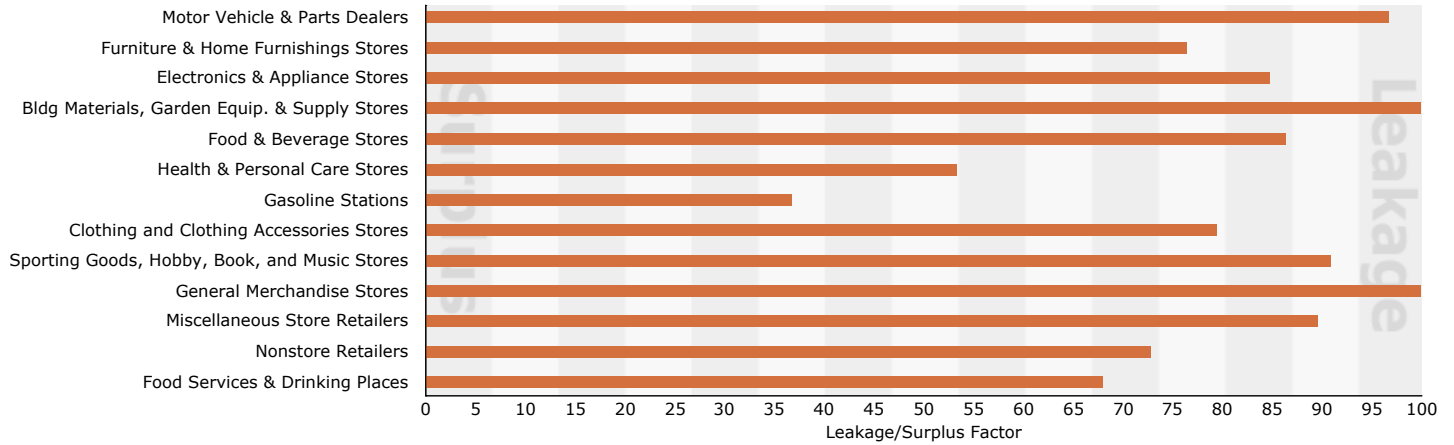


Retail MarketPlace Profile

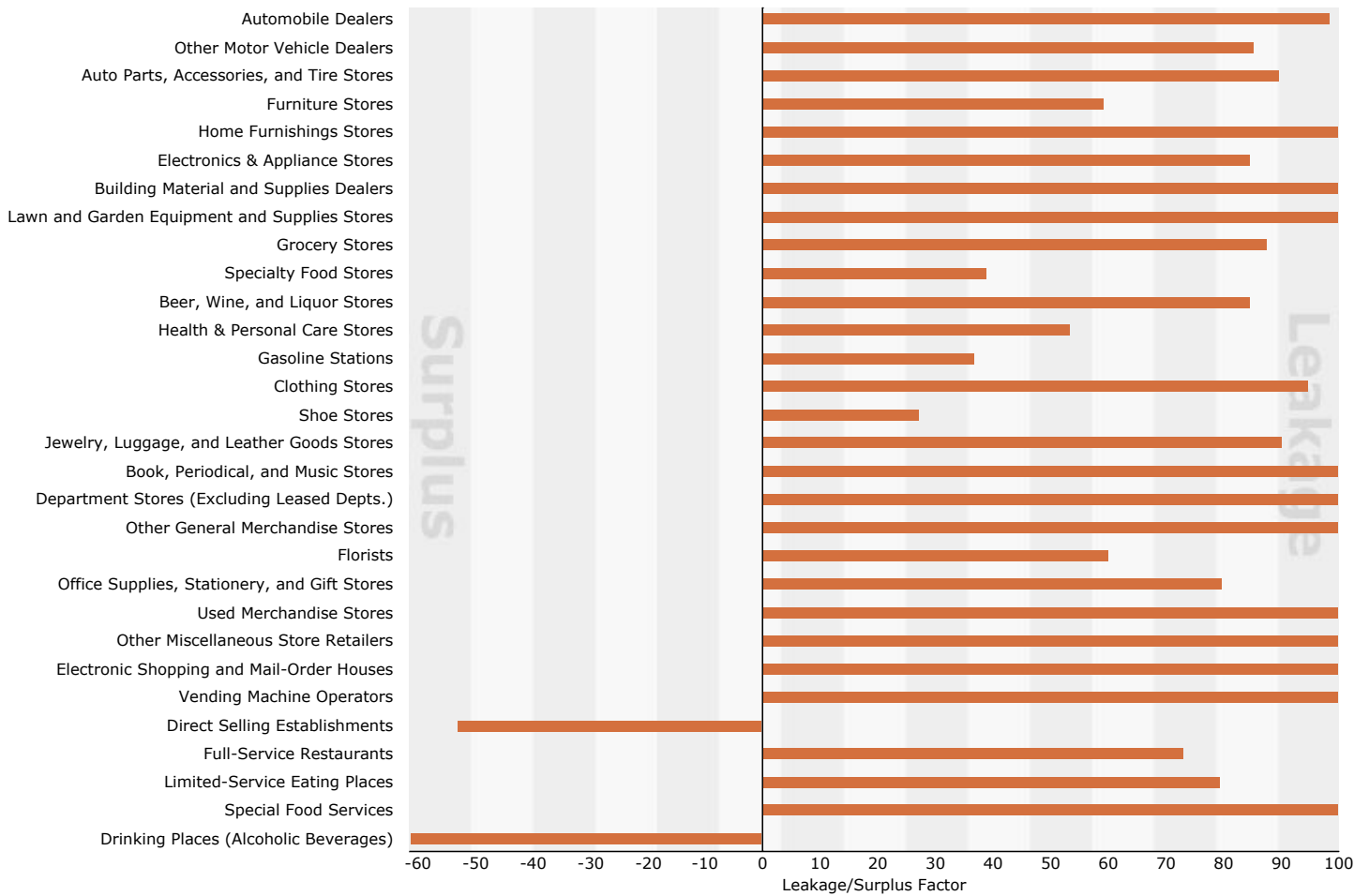
Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group



Source: Esri and Infogroup

March 27, 2012



Retail MarketPlace Profile

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Summary Demographics

2010 Population	38,094
2010 Households	13,493
2010 Median Disposable Income	\$62,999
2010 Per Capita Income	\$37,307

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$512,849,260	\$258,332,813	\$254,516,447	33.0	229
Total Retail Trade	44-45	\$437,484,143	\$217,010,860	\$220,473,283	33.7	168
Total Food & Drink	722	\$75,365,117	\$41,321,953	\$34,043,165	29.2	61

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$105,425,082	\$81,913,221	\$23,511,861	12.6	20
Automobile Dealers	4411	\$89,244,820	\$77,014,830	\$12,229,990	7.4	8
Other Motor Vehicle Dealers	4412	\$8,096,003	\$330,855	\$7,765,148	92.1	1
Auto Parts, Accessories & Tire Stores	4413	\$8,084,259	\$4,567,537	\$3,516,723	27.8	11
Furniture & Home Furnishings Stores	442	\$8,801,114	\$7,389,267	\$1,411,847	8.7	9
Furniture Stores	4421	\$4,774,838	\$1,860,681	\$2,914,157	43.9	3
Home Furnishings Stores	4422	\$4,026,276	\$5,528,586	\$-1,502,310	-15.7	6
Electronics & Appliance Stores	4431	\$18,663,026	\$24,535,397	\$-5,872,371	-13.6	17
Bldg Materials, Garden Equip. & Supply Stores	444	\$18,100,373	\$28,825,594	\$-10,725,220	-22.9	22
Bldg Material & Supplies Dealers	4441	\$17,068,203	\$27,975,288	\$-10,907,085	-24.2	18
Lawn & Garden Equip & Supply Stores	4442	\$1,032,171	\$850,306	\$181,865	9.7	4
Food & Beverage Stores	445	\$75,398,825	\$30,455,332	\$44,943,493	42.5	28
Grocery Stores	4451	\$71,781,879	\$27,420,594	\$44,361,285	44.7	12
Specialty Food Stores	4452	\$1,315,685	\$1,124,505	\$191,181	7.8	9
Beer, Wine & Liquor Stores	4453	\$2,301,261	\$1,910,234	\$391,027	9.3	7
Health & Personal Care Stores	446,4461	\$9,712,922	\$5,944,113	\$3,768,809	24.1	8
Gasoline Stations	447,4471	\$70,117,653	\$20,403,373	\$49,714,281	54.9	5
Clothing & Clothing Accessories Stores	448	\$14,230,361	\$2,685,954	\$11,544,407	68.2	13
Clothing Stores	4481	\$10,431,491	\$1,982,452	\$8,449,039	68.1	10
Shoe Stores	4482	\$2,056,066	\$575,556	\$1,480,510	56.3	1
Jewelry, Luggage & Leather Goods Stores	4483	\$1,742,805	\$127,947	\$1,614,858	86.3	2
Sporting Goods, Hobby, Book & Music Stores	451	\$2,727,004	\$2,054,248	\$672,755	14.1	14
Sporting Goods/Hobby/Musical Instr Stores	4511	\$1,951,679	\$1,486,170	\$465,509	13.5	12
Book, Periodical & Music Stores	4512	\$775,325	\$568,078	\$207,247	15.4	1
General Merchandise Stores	452	\$70,668,889	\$5,599,723	\$65,069,167	85.3	3
Department Stores Excluding Leased Depts.	4521	\$30,160,239	\$0	\$30,160,239	100.0	0
Other General Merchandise Stores	4529	\$40,508,651	\$5,599,723	\$34,908,928	75.7	3
Miscellaneous Store Retailers	453	\$6,788,858	\$3,257,530	\$3,531,328	35.2	25
Florists	4531	\$458,970	\$241,319	\$217,651	31.1	3
Office Supplies, Stationery & Gift Stores	4532	\$2,450,244	\$380,736	\$2,069,508	73.1	7
Used Merchandise Stores	4533	\$226,414	\$403,095	\$-176,681	-28.1	9
Other Miscellaneous Store Retailers	4539	\$3,653,229	\$2,232,380	\$1,420,850	24.1	6
Nonstore Retailers	454	\$36,850,035	\$3,947,108	\$32,902,928	80.7	3
Electronic Shopping & Mail-Order Houses	4541	\$32,974,366	\$0	\$32,974,366	100.0	0
Vending Machine Operators	4542	\$387,962	\$0	\$387,962	100.0	0
Direct Selling Establishments	4543	\$3,487,707	\$3,947,108	\$-459,400	-6.2	3
Food Services & Drinking Places	722	\$75,365,117	\$41,321,953	\$34,043,165	29.2	61
Full-Service Restaurants	7221	\$28,071,102	\$13,619,353	\$14,451,749	34.7	27
Limited-Service Eating Places	7222	\$40,554,172	\$15,793,508	\$24,760,664	43.9	27
Special Food Services	7223	\$5,281,229	\$9,874,937	\$-4,593,708	-30.3	2
Drinking Places - Alcoholic Beverages	7224	\$1,458,615	\$2,034,154	\$-575,539	-16.5	5

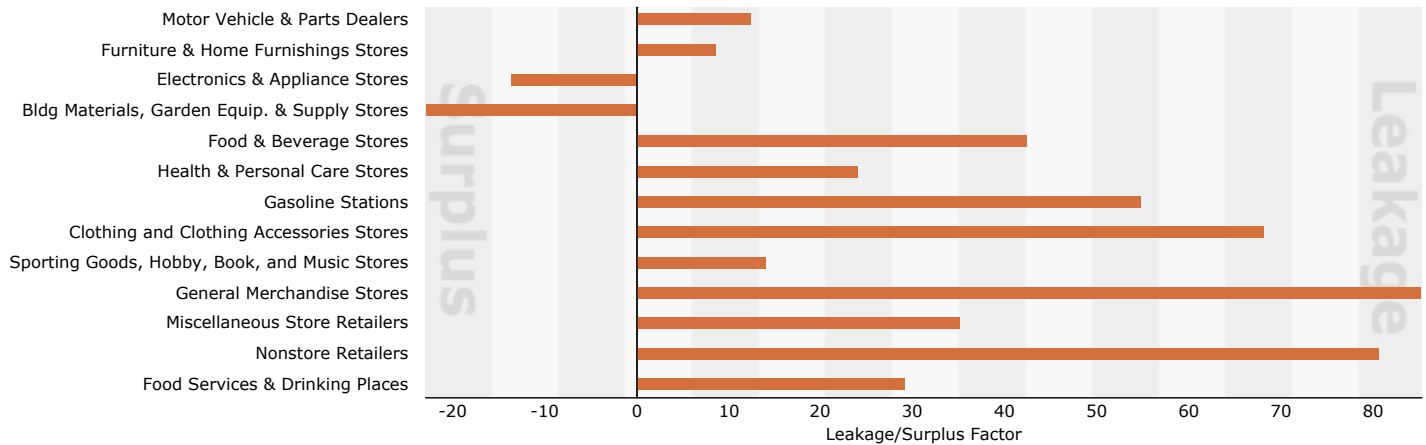
Data Note: Supply (retail sales) estimates sales to consumers by establishments. Sales to businesses are excluded. Demand (retail potential) estimates the expected amount spent by consumers at retail establishments. Supply and demand estimates are in current dollars. The Leakage/Surplus Factor presents a snapshot of retail opportunity. This is a measure of the relationship between supply and demand that ranges from +100 (total leakage) to -100 (total surplus). A positive value represents 'leakage' of retail opportunity outside the trade area. A negative value represents a surplus of retail sales, a market where customers are drawn in from outside the trade area. The Retail Gap represents the difference between Retail Potential and Retail Sales. Esri uses the North American Industry Classification System (NAICS) to classify businesses by their primary type of economic activity. Retail establishments are classified into 27 industry groups in the Retail Trade sector, as well as four industry groups within the Food Services & Drinking Establishments subsector. For more information on the Retail MarketPlace data, please view the methodology statement at <http://www.esri.com/library/whitepapers/pdfs/esri-data-retail-marketplace.pdf>.

Source: Esri and Infogroup

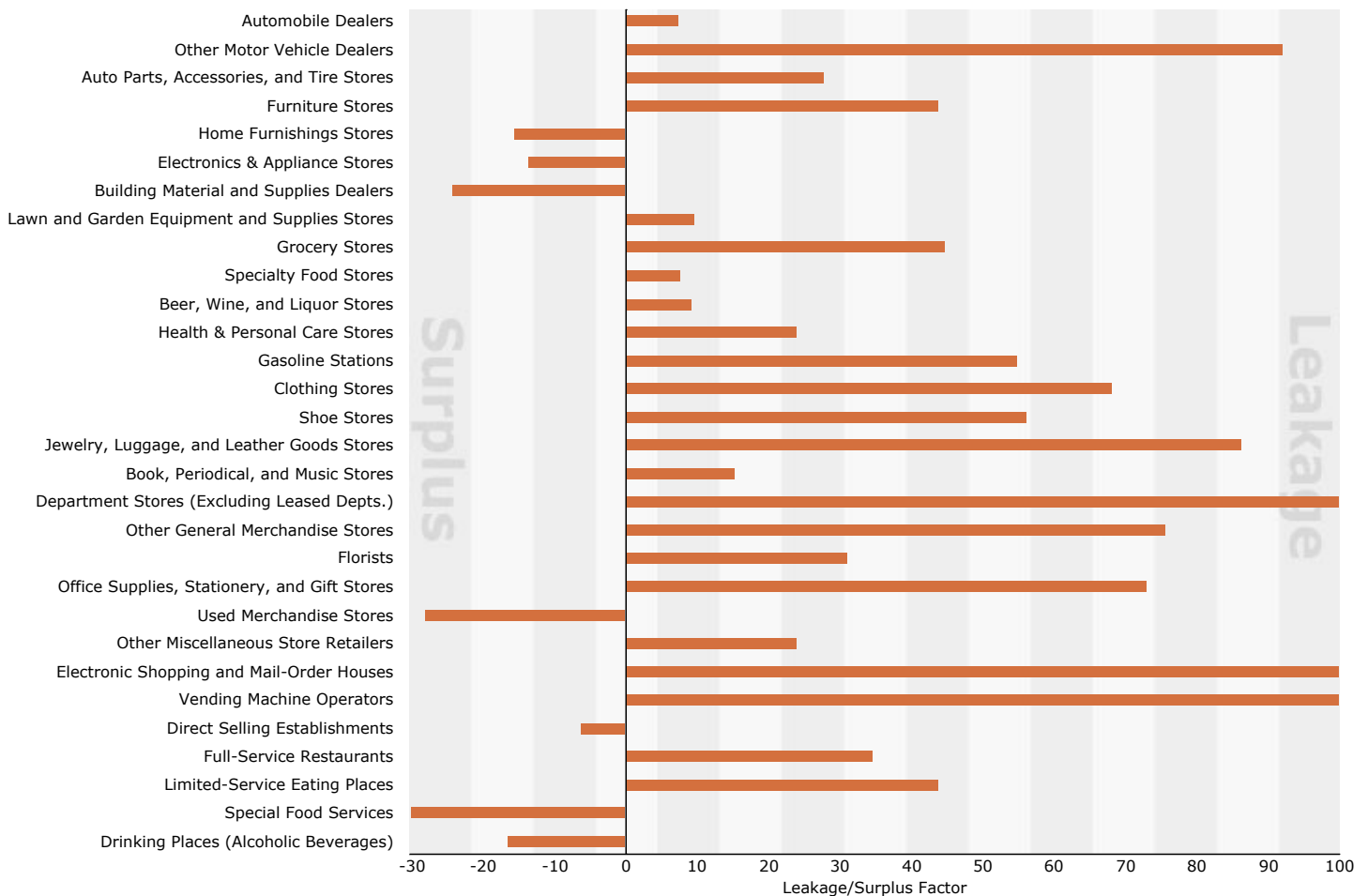
March 27, 2012

Made with Esri Business Analyst

Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





Retail MarketPlace Profile

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Summary Demographics

2010 Population	92,547
2010 Households	33,994
2010 Median Disposable Income	\$57,211
2010 Per Capita Income	\$35,918

Industry Summary	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Total Retail Trade and Food & Drink	44-45,722	\$1,207,873,896	\$842,761,240	\$365,112,656	17.8	652
Total Retail Trade	44-45	\$1,029,038,208	\$715,258,214	\$313,779,994	18.0	476
Total Food & Drink	722	\$178,835,688	\$127,503,026	\$51,332,663	16.8	177

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Motor Vehicle & Parts Dealers	441	\$245,955,343	\$174,538,938	\$71,416,406	17.0	52
Automobile Dealers	4411	\$208,875,565	\$163,955,860	\$44,919,705	12.0	25
Other Motor Vehicle Dealers	4412	\$18,376,624	\$605,573	\$17,771,051	93.6	2
Auto Parts, Accessories & Tire Stores	4413	\$18,703,154	\$9,977,504	\$8,725,650	30.4	25
Furniture & Home Furnishings Stores	442	\$24,259,338	\$17,654,753	\$6,604,585	15.8	31
Furniture Stores	4421	\$14,218,188	\$7,157,380	\$7,060,808	33.0	14
Home Furnishings Stores	4422	\$10,041,149	\$10,497,372	\$-456,223	-2.2	17
Electronics & Appliance Stores	4431	\$43,375,200	\$55,144,747	\$-11,769,548	-11.9	40
Bldg Materials, Garden Equip. & Supply Stores	444	\$42,577,482	\$44,352,256	\$-1,774,774	-2.0	54
Bldg Material & Supplies Dealers	4441	\$39,504,973	\$41,380,100	\$-1,875,127	-2.3	40
Lawn & Garden Equip & Supply Stores	4442	\$3,072,509	\$2,972,155	\$100,353	1.7	14
Food & Beverage Stores	445	\$179,905,133	\$159,879,733	\$20,025,400	5.9	53
Grocery Stores	4451	\$169,832,139	\$152,593,678	\$17,238,461	5.3	28
Specialty Food Stores	4452	\$3,976,035	\$4,557,636	\$-581,601	-6.8	16
Beer, Wine & Liquor Stores	4453	\$6,096,959	\$2,728,419	\$3,368,540	38.2	9
Health & Personal Care Stores	446,4461	\$27,841,064	\$26,969,977	\$871,087	1.6	39
Gasoline Stations	447,4471	\$165,909,116	\$68,246,993	\$97,662,123	41.7	20
Clothing & Clothing Accessories Stores	448	\$37,201,015	\$11,999,415	\$25,201,600	51.2	32
Clothing Stores	4481	\$27,715,429	\$8,101,063	\$19,614,367	54.8	21
Shoe Stores	4482	\$4,839,711	\$2,381,253	\$2,458,458	34.0	4
Jewelry, Luggage & Leather Goods Stores	4483	\$4,645,875	\$1,517,100	\$3,128,775	50.8	8
Sporting Goods, Hobby, Book & Music Stores	451	\$8,939,315	\$4,924,400	\$4,014,916	29.0	38
Sporting Goods/Hobby/Musical Instr Stores	4511	\$5,912,081	\$3,167,730	\$2,744,351	30.2	35
Book, Periodical & Music Stores	4512	\$3,027,234	\$1,756,670	\$1,270,564	26.6	3
General Merchandise Stores	452	\$163,373,730	\$106,345,403	\$57,028,326	21.1	17
Department Stores Excluding Leased Depts.	4521	\$68,088,705	\$24,319,134	\$43,769,571	47.4	6
Other General Merchandise Stores	4529	\$95,285,025	\$82,026,269	\$13,258,756	7.5	11
Miscellaneous Store Retailers	453	\$18,397,786	\$10,184,468	\$8,213,318	28.7	88
Florists	4531	\$1,288,825	\$1,644,362	\$-355,537	-12.1	16
Office Supplies, Stationery & Gift Stores	4532	\$6,991,307	\$2,403,816	\$4,587,491	48.8	20
Used Merchandise Stores	4533	\$896,968	\$961,437	\$-64,470	-3.5	20
Other Miscellaneous Store Retailers	4539	\$9,220,687	\$5,174,853	\$4,045,834	28.1	33
Nonstore Retailers	454	\$71,303,685	\$35,017,131	\$36,286,555	34.1	11
Electronic Shopping & Mail-Order Houses	4541	\$57,501,626	\$18,132,859	\$39,368,767	52.1	1
Vending Machine Operators	4542	\$1,913,800	\$275,414	\$1,638,386	74.8	2
Direct Selling Establishments	4543	\$11,888,259	\$16,608,858	\$-4,720,598	-16.6	8
Food Services & Drinking Places	722	\$178,835,688	\$127,503,026	\$51,332,663	16.8	177
Full-Service Restaurants	7221	\$69,486,543	\$53,430,818	\$16,055,725	13.1	89
Limited-Service Eating Places	7222	\$93,283,451	\$60,516,632	\$32,766,820	21.3	75
Special Food Services	7223	\$12,194,383	\$11,105,395	\$1,088,987	4.7	4
Drinking Places - Alcoholic Beverages	7224	\$3,871,311	\$2,450,181	\$1,421,131	22.5	8

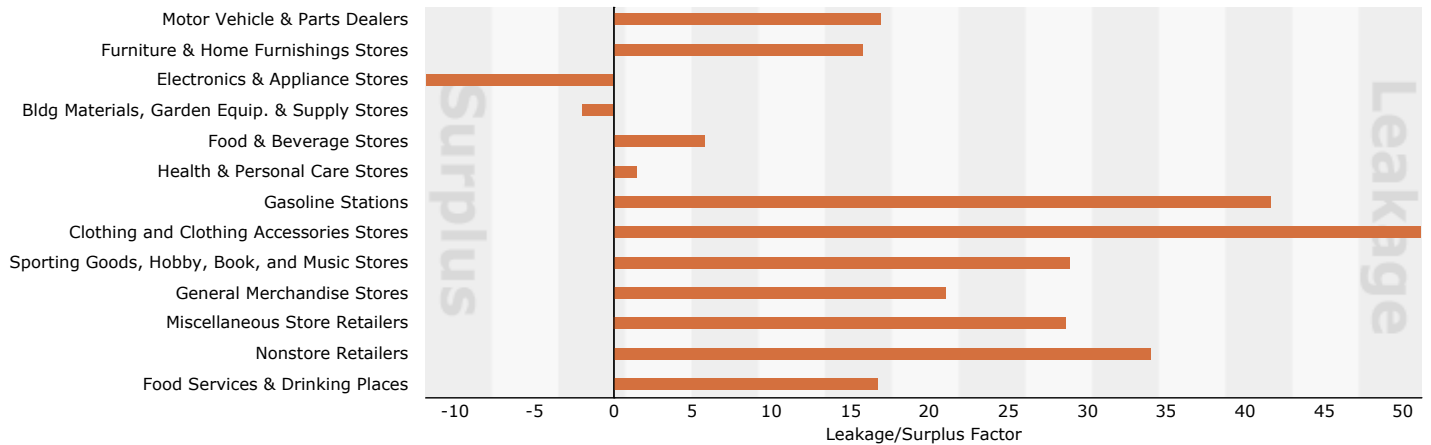
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Source: Esri and Infogroup

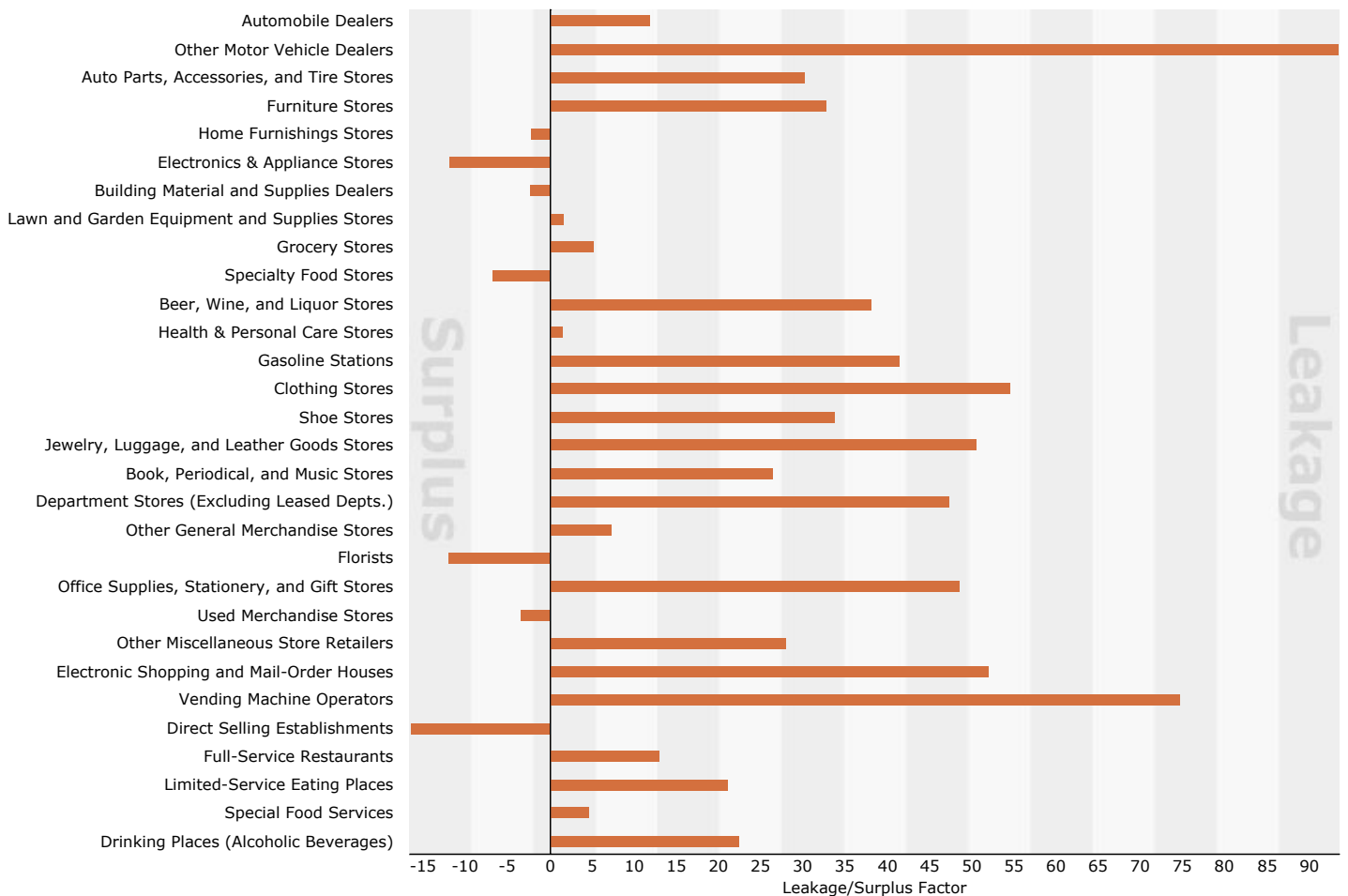
March 27, 2012

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Leakage/Surplus Factor by Industry Subsector



Leakage/Surplus Factor by Industry Group





CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		3,474	3,773
Total Number of Adults		2,401	2,612
Households		1,153	1,259
Median Household Income		\$110,254	\$122,268

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	1,342	55.9%	112
Bought any women's apparel in last 12 months	1,171	48.8%	107
Bought apparel for child <13 in last 6 months	807	33.6%	118
Bought any shoes in last 12 months	1,446	60.2%	116
Bought costume jewelry in last 12 months	586	24.4%	117
Bought any fine jewelry in last 12 months	528	22.0%	100
Bought a watch in last 12 months	459	19.1%	99
Automobiles (Households)			
HH owns/leases any vehicle	1,096	95.1%	111
HH bought/leased new vehicle last 12 mo	188	16.3%	170
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	2,269	94.5%	109
Bought/changed motor oil in last 12 months	1,192	49.6%	95
Had tune-up in last 12 months	821	34.2%	110
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	1,631	67.9%	110
Drank regular cola in last 6 months	1,098	45.7%	89
Drank beer/ale in last 6 months	1,169	48.7%	114
Cameras & Film (Adults)			
Bought any camera in last 12 months	370	15.4%	120
Bought film in last 12 months	425	17.7%	93
Bought digital camera in last 12 months	253	10.5%	154
Bought memory card for camera in last 12 months	243	10.1%	132
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	894	37.2%	105
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	480	20.0%	93
Avg monthly cell/mobile phone/PDA bill: \$50-99	851	35.4%	109
Avg monthly cell/mobile phone/PDA bill: \$100+	688	28.7%	135
Computers (Households)			
HH owns a personal computer	1,078	93.5%	126
Spent <\$500 on most recent home PC purchase	91	7.9%	91
Spent \$500-\$999 on most recent home PC purchase	240	20.8%	117
Spent \$1000-\$1499 on most recent home PC purchase	220	19.1%	146
Spent \$1500-\$1999 on most recent home PC purchase	121	10.5%	148
Spent \$2000+ on most recent home PC purchase	122	10.6%	170

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	1,488	62.0%	103
Bought cigarettes at convenience store in last 30 days	231	9.6%	62
Bought gas at convenience store in last 30 days	780	32.5%	97
Spent at convenience store in last 30 days: <\$20	296	12.3%	128
Spent at convenience store in last 30 days: \$20-39	253	10.5%	104
Spent at convenience store in last 30 days: \$40+	802	33.4%	93
Entertainment (Adults)			
Attended movies in last 6 months	1,690	70.4%	120
Went to live theater in last 12 months	460	19.2%	146
Went to a bar/night club in last 12 months	513	21.4%	112
Dined out in last 12 months	1,497	62.3%	127
Gambled at a casino in last 12 months	476	19.8%	124
Visited a theme park in last 12 months	728	30.3%	141
DVDs rented in last 30 days: 1	87	3.6%	137
DVDs rented in last 30 days: 2	140	5.8%	126
DVDs rented in last 30 days: 3	108	4.5%	140
DVDs rented in last 30 days: 4	116	4.8%	125
DVDs rented in last 30 days: 5+	422	17.6%	133
DVDs purchased in last 30 days: 1	170	7.1%	142
DVDs purchased in last 30 days: 2	142	5.9%	125
DVDs purchased in last 30 days: 3-4	114	4.7%	102
DVDs purchased in last 30 days: 5+	114	4.7%	91
Spent on toys/games in last 12 months: <\$50	156	6.5%	107
Spent on toys/games in last 12 months: \$50-\$99	58	2.4%	88
Spent on toys/games in last 12 months: \$100-\$199	199	8.3%	115
Spent on toys/games in last 12 months: \$200-\$499	307	12.8%	118
Spent on toys/games in last 12 months: \$500+	214	8.9%	155
Financial (Adults)			
Have home mortgage (1st)	790	32.9%	171
Used ATM/cash machine in last 12 months	1,590	66.2%	130
Own any stock	378	15.7%	171
Own U.S. savings bond	236	9.8%	143
Own shares in mutual fund (stock)	426	17.7%	189
Own shares in mutual fund (bonds)	246	10.2%	173
Used full service brokerage firm in last 12 months	246	10.2%	165
Have savings account	1,132	47.1%	130
Have 401K retirement savings	715	29.8%	168
Did banking over the Internet in last 12 months	1,004	41.8%	153
Own any credit/debit card (in own name)	2,099	87.4%	118
Avg monthly credit card expenditures: <\$111	336	14.0%	101
Avg monthly credit card expenditures: \$111-225	205	8.5%	110
Avg monthly credit card expenditures: \$226-450	203	8.5%	113
Avg monthly credit card expenditures: \$451-700	204	8.5%	133
Avg monthly credit card expenditures: \$701+	601	25.0%	187

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	1,799	74.9%	106
Used bread in last 6 months	2,335	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	1,949	81.2%	105
Used fish/seafood (fresh or frozen) in last 6 months	1,379	57.4%	109
Used fresh fruit/vegetables in last 6 months	2,191	91.3%	104
Used fresh milk in last 6 months	2,239	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	877	36.5%	122
Exercise at club 2+ times per week	495	20.6%	168
Visited a doctor in last 12 months	2,022	84.2%	108
Used vitamin/dietary supplement in last 6 months	1,333	55.5%	114
Home (Households)			
Any home improvement in last 12 months	509	44.1%	139
Used housekeeper/maid/prof HH cleaning service in the last 12 months	302	26.2%	168
Purchased any HH furnishing in last 12 months	429	37.2%	124
Purchased bedding/bath goods in last 12 months	644	55.9%	102
Purchased cooking/serving product in last 12 months	341	29.6%	108
Bought any kitchen appliance in last 12 months	237	20.6%	118
Insurance (Adults)			
Currently carry any life insurance	1,426	59.4%	124
Have medical/hospital/accident insurance	1,962	81.7%	114
Carry homeowner insurance	1,714	71.4%	135
Carry renter insurance	115	4.8%	78
Have auto/other vehicle insurance	2,206	91.9%	111
Pets (Households)			
HH owns any pet	693	60.1%	116
HH owns any cat	284	24.6%	102
HH owns any dog	524	45.4%	120
Reading Materials (Adults)			
Bought book in last 12 months	1,486	61.9%	123
Read any daily newspaper	1,069	44.5%	107
Heavy magazine reader	527	21.9%	110
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	2,031	84.6%	117
Went to family restaurant/steak house last mo: <2 times	656	27.3%	106
Went to family restaurant/steak house last mo: 2-4 times	780	32.5%	120
Went to family restaurant/steak house last mo: 5+ times	594	24.7%	127
Went to fast food/drive-in restaurant in last 6 mo	2,237	93.2%	105
Went to fast food/drive-in restaurant <6 times/mo	772	32.2%	92
Went to fast food/drive-in restaurant 6-13 times/mo	794	33.1%	114
Went to fast food/drive-in restaurant 14+ times/mo	670	27.9%	112
Fast food/drive-in last 6 mo: eat in	1,025	42.7%	113
Fast food/drive-in last 6 mo: home delivery	281	11.7%	112
Fast food/drive-in last 6 mo: take-out/drive-thru	1,463	60.9%	116
Fast food/drive-in last 6 mo: take-out/walk-in	649	27.0%	110

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	903	78.3%	121
HH average monthly long distance phone bill: <\$16	366	31.7%	115
HH average monthly long distance phone bill: \$16-25	151	13.1%	115
HH average monthly long distance phone bill: \$26-59	149	12.9%	141
HH average monthly long distance phone bill: \$60+	64	5.6%	125
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	122	10.6%	54
HH owns 2 TVs	258	22.4%	85
HH owns 3 TVs	305	26.5%	118
HH owns 4+ TVs	381	33.0%	157
HH subscribes to cable TV	765	66.3%	115
HH Purchased audio equipment in last 12 months	124	10.8%	111
HH Purchased CD player in last 12 months	45	3.9%	101
HH Purchased DVD player in last 12 months	118	10.2%	105
HH Purchased MP3 player in last 12 months	320	13.3%	131
HH Purchased video game system in last 12 months	179	15.5%	144
Travel (Adults)			
Domestic travel in last 12 months	1,700	70.8%	136
Took 3+ domestic trips in last 12 months	561	23.4%	158
Spent on domestic vacations last 12 mo: <\$1000	310	12.9%	103
Spent on domestic vacations last 12 mo: \$1000-\$1499	214	8.9%	133
Spent on domestic vacations last 12 mo: \$1500-\$1999	170	7.1%	174
Spent on domestic vacations last 12 mo: \$2000-\$2999	178	7.4%	179
Spent on domestic vacations last 12 mo: \$3000+	230	9.6%	189
Foreign travel in last 3 years	946	39.4%	153
Took 3+ foreign trips by plane in last 3 years	194	8.1%	170
Spent on foreign vacations last 12 mo: <\$1000	229	9.5%	160
Spent on foreign vacations last 12 mo: \$1000-\$2999	128	5.3%	131
Spent on foreign vacations last 12 mo: \$3000+	202	8.4%	172
Stayed 1+ nights at hotel/motel in last 12 months	1,406	58.6%	144

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Total Number of Adults		27,126	28,651
Households		13,493	14,251
Median Household Income		\$83,277	\$94,821

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	14,845	54.7%	110
Bought any women's apparel in last 12 months	13,068	48.2%	106
Bought apparel for child <13 in last 6 months	8,551	31.5%	111
Bought any shoes in last 12 months	15,639	57.7%	111
Bought costume jewelry in last 12 months	6,398	23.6%	113
Bought any fine jewelry in last 12 months	6,157	22.7%	103
Bought a watch in last 12 months	5,181	19.1%	99
Automobiles (Households)			
HH owns/leases any vehicle	12,611	93.5%	109
HH bought/leased new vehicle last 12 mo	1,820	13.5%	141
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	25,415	93.7%	108
Bought/changed motor oil in last 12 months	14,144	52.1%	100
Had tune-up in last 12 months	9,250	34.1%	109
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	17,803	65.6%	106
Drank regular cola in last 6 months	12,815	47.2%	92
Drank beer/ale in last 6 months	12,618	46.5%	109
Cameras & Film (Adults)			
Bought any camera in last 12 months	3,838	14.1%	110
Bought film in last 12 months	5,213	19.2%	100
Bought digital camera in last 12 months	2,366	8.7%	127
Bought memory card for camera in last 12 months	2,534	9.3%	122
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	9,913	36.5%	103
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	5,811	21.4%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	9,184	33.9%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	7,168	26.4%	125
Computers (Households)			
HH owns a personal computer	11,710	86.8%	117
Spent <\$500 on most recent home PC purchase	1,149	8.5%	98
Spent \$500-\$999 on most recent home PC purchase	2,810	20.8%	117
Spent \$1000-\$1499 on most recent home PC purchase	2,289	17.0%	130
Spent \$1500-\$1999 on most recent home PC purchase	1,235	9.2%	129
Spent \$2000+ on most recent home PC purchase	1,160	8.6%	138

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	16,879	62.2%	103
Bought cigarettes at convenience store in last 30 days	3,369	12.4%	80
Bought gas at convenience store in last 30 days	9,360	34.5%	103
Spent at convenience store in last 30 days: <\$20	3,036	11.2%	116
Spent at convenience store in last 30 days: \$20-39	2,834	10.4%	103
Spent at convenience store in last 30 days: \$40+	9,581	35.3%	98
Entertainment (Adults)			
Attended movies in last 6 months	17,748	65.4%	111
Went to live theater in last 12 months	4,685	17.3%	131
Went to a bar/night club in last 12 months	5,773	21.3%	112
Dined out in last 12 months	15,942	58.8%	119
Gambled at a casino in last 12 months	4,876	18.0%	112
Visited a theme park in last 12 months	7,106	26.2%	122
DVDs rented in last 30 days: 1	880	3.2%	123
DVDs rented in last 30 days: 2	1,606	5.9%	128
DVDs rented in last 30 days: 3	1,072	4.0%	123
DVDs rented in last 30 days: 4	1,263	4.7%	120
DVDs rented in last 30 days: 5+	4,372	16.1%	122
DVDs purchased in last 30 days: 1	1,722	6.3%	128
DVDs purchased in last 30 days: 2	1,486	5.5%	116
DVDs purchased in last 30 days: 3-4	1,300	4.8%	103
DVDs purchased in last 30 days: 5+	1,216	4.5%	86
Spent on toys/games in last 12 months: <\$50	1,729	6.4%	105
Spent on toys/games in last 12 months: \$50-\$99	711	2.6%	95
Spent on toys/games in last 12 months: \$100-\$199	2,137	7.9%	109
Spent on toys/games in last 12 months: \$200-\$499	3,390	12.5%	115
Spent on toys/games in last 12 months: \$500+	2,085	7.7%	134
Financial (Adults)			
Have home mortgage (1st)	7,941	29.3%	152
Used ATM/cash machine in last 12 months	16,699	61.6%	121
Own any stock	3,697	13.6%	148
Own U.S. savings bond	2,420	8.9%	130
Own shares in mutual fund (stock)	3,989	14.7%	156
Own shares in mutual fund (bonds)	2,371	8.7%	147
Used full service brokerage firm in last 12 months	2,444	9.0%	145
Have savings account	12,184	44.9%	124
Have 401K retirement savings	7,125	26.3%	148
Did banking over the Internet in last 12 months	10,137	37.4%	137
Own any credit/debit card (in own name)	22,642	83.5%	113
Avg monthly credit card expenditures: <\$111	3,848	14.2%	102
Avg monthly credit card expenditures: \$111-225	2,282	8.4%	108
Avg monthly credit card expenditures: \$226-450	2,231	8.2%	110
Avg monthly credit card expenditures: \$451-700	2,092	7.7%	121
Avg monthly credit card expenditures: \$701+	5,632	20.8%	155

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	20,294	74.8%	105
Used bread in last 6 months	26,394	97.3%	101
Used chicken/turkey (fresh or frozen) in last 6 months	21,867	80.6%	104
Used fish/seafood (fresh or frozen) in last 6 months	15,371	56.7%	107
Used fresh fruit/vegetables in last 6 months	24,511	90.4%	103
Used fresh milk in last 6 months	25,298	93.3%	103
Health (Adults)			
Exercise at home 2+ times per week	9,440	34.8%	116
Exercise at club 2+ times per week	4,632	17.1%	139
Visited a doctor in last 12 months	22,311	82.3%	106
Used vitamin/dietary supplement in last 6 months	14,531	53.6%	110
Home (Households)			
Any home improvement in last 12 months	5,400	40.0%	126
Used housekeeper/maid/prof HH cleaning service in the last 12 months	2,877	21.3%	137
Purchased any HH furnishing in last 12 months	4,748	35.2%	117
Purchased bedding/bath goods in last 12 months	7,598	56.3%	103
Purchased cooking/serving product in last 12 months	4,029	29.9%	109
Bought any kitchen appliance in last 12 months	2,696	20.0%	114
Insurance (Adults)			
Currently carry any life insurance	15,518	57.2%	120
Have medical/hospital/accident insurance	21,469	79.1%	110
Carry homeowner insurance	18,118	66.8%	126
Carry renter insurance	1,380	5.1%	83
Have auto/other vehicle insurance	24,584	90.6%	109
Pets (Households)			
HH owns any pet	8,021	59.4%	115
HH owns any cat	3,546	26.3%	109
HH owns any dog	6,053	44.9%	118
Reading Materials (Adults)			
Bought book in last 12 months	15,926	58.7%	117
Read any daily newspaper	12,035	44.4%	107
Heavy magazine reader	5,739	21.2%	106
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	21,951	80.9%	112
Went to family restaurant/steak house last mo: <2 times	7,248	26.7%	104
Went to family restaurant/steak house last mo: 2-4 times	8,490	31.3%	116
Went to family restaurant/steak house last mo: 5+ times	6,213	22.9%	118
Went to fast food/drive-in restaurant in last 6 mo	24,945	92.0%	104
Went to fast food/drive-in restaurant <6 times/mo	9,077	33.5%	95
Went to fast food/drive-in restaurant 6-13 times/mo	8,631	31.8%	110
Went to fast food/drive-in restaurant 14+ times/mo	7,237	26.7%	107
Fast food/drive-in last 6 mo: eat in	11,132	41.0%	109
Fast food/drive-in last 6 mo: home delivery	3,010	11.1%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	16,002	59.0%	113
Fast food/drive-in last 6 mo: take-out/walk-in	7,158	26.4%	107

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	9,966	73.9%	114
HH average monthly long distance phone bill: <\$16	4,072	30.2%	109
HH average monthly long distance phone bill: \$16-25	1,723	12.8%	112
HH average monthly long distance phone bill: \$26-59	1,492	11.1%	121
HH average monthly long distance phone bill: \$60+	679	5.0%	113
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	1,847	13.7%	70
HH owns 2 TVs	3,271	24.2%	92
HH owns 3 TVs	3,315	24.6%	110
HH owns 4+ TVs	3,870	28.7%	136
HH subscribes to cable TV	8,575	63.6%	110
HH Purchased audio equipment in last 12 months	1,402	10.4%	107
HH Purchased CD player in last 12 months	535	4.0%	103
HH Purchased DVD player in last 12 months	1,389	10.3%	106
HH Purchased MP3 player in last 12 months	3,425	12.6%	124
HH Purchased video game system in last 12 months	1,814	13.4%	125
Travel (Adults)			
Domestic travel in last 12 months	17,646	65.1%	125
Took 3+ domestic trips in last 12 months	5,663	20.9%	141
Spent on domestic vacations last 12 mo: <\$1000	3,607	13.3%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	2,289	8.4%	126
Spent on domestic vacations last 12 mo: \$1500-\$1999	1,653	6.1%	149
Spent on domestic vacations last 12 mo: \$2000-\$2999	1,704	6.3%	152
Spent on domestic vacations last 12 mo: \$3000+	2,102	7.7%	153
Foreign travel in last 3 years	9,205	33.9%	132
Took 3+ foreign trips by plane in last 3 years	1,767	6.5%	137
Spent on foreign vacations last 12 mo: <\$1000	2,131	7.9%	132
Spent on foreign vacations last 12 mo: \$1000-\$2999	1,318	4.9%	119
Spent on foreign vacations last 12 mo: \$3000+	1,909	7.0%	144
Stayed 1+ nights at hotel/motel in last 12 months	14,465	53.3%	131

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary	2010	2015
Population	92,547	97,116
Total Number of Adults	67,469	71,111
Households	33,994	35,739
Median Household Income	\$75,984	\$84,764

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	35,777	53.0%	106
Bought any women's apparel in last 12 months	32,569	48.3%	106
Bought apparel for child <13 in last 6 months	20,980	31.1%	109
Bought any shoes in last 12 months	37,922	56.2%	108
Bought costume jewelry in last 12 months	15,807	23.4%	112
Bought any fine jewelry in last 12 months	15,612	23.1%	105
Bought a watch in last 12 months	12,937	19.2%	99
Automobiles (Households)			
HH owns/leases any vehicle	31,280	92.0%	107
HH bought/leased new vehicle last 12 mo	4,196	12.3%	129
Automotive Aftermarket (Adults)			
Bought gasoline in last 6 months	62,643	92.8%	107
Bought/changed motor oil in last 12 months	35,430	52.5%	101
Had tune-up in last 12 months	22,387	33.2%	106
Beverages (Adults)			
Drank bottled water/seltzer in last 6 months	43,583	64.6%	104
Drank regular cola in last 6 months	32,247	47.8%	93
Drank beer/ale in last 6 months	30,844	45.7%	108
Cameras & Film (Adults)			
Bought any camera in last 12 months	9,353	13.9%	108
Bought film in last 12 months	13,304	19.7%	103
Bought digital camera in last 12 months	5,468	8.1%	118
Bought memory card for camera in last 12 months	5,972	8.9%	116
Cell Phones/PDAs & Service (Adults)			
Bought cell/mobile phone/PDA in last 12 months	24,886	36.9%	104
Avg monthly cell/mobile phone/PDA bill: \$1-\$49	14,479	21.5%	100
Avg monthly cell/mobile phone/PDA bill: \$50-99	22,702	33.6%	104
Avg monthly cell/mobile phone/PDA bill: \$100+	17,130	25.4%	120
Computers (Households)			
HH owns a personal computer	28,577	84.1%	114
Spent <\$500 on most recent home PC purchase	2,937	8.6%	100
Spent \$500-\$999 on most recent home PC purchase	6,962	20.5%	115
Spent \$1000-\$1499 on most recent home PC purchase	5,349	15.7%	121
Spent \$1500-\$1999 on most recent home PC purchase	2,911	8.6%	121
Spent \$2000+ on most recent home PC purchase	2,678	7.9%	127

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Convenience Stores (Adults)			
Shopped at convenience store in last 6 months	41,833	62.0%	103
Bought cigarettes at convenience store in last 30 days	9,094	13.5%	86
Bought gas at convenience store in last 30 days	23,512	34.8%	104
Spent at convenience store in last 30 days: <\$20	6,934	10.3%	107
Spent at convenience store in last 30 days: \$20-39	7,018	10.4%	102
Spent at convenience store in last 30 days: \$40+	24,260	36.0%	100
Entertainment (Adults)			
Attended movies in last 6 months	42,950	63.7%	108
Went to live theater in last 12 months	11,012	16.3%	124
Went to a bar/night club in last 12 months	14,509	21.5%	113
Dined out in last 12 months	38,307	56.8%	115
Gambled at a casino in last 12 months	11,903	17.6%	110
Visited a theme park in last 12 months	16,814	24.9%	116
DVDs rented in last 30 days: 1	2,018	3.0%	113
DVDs rented in last 30 days: 2	3,818	5.7%	122
DVDs rented in last 30 days: 3	2,453	3.6%	114
DVDs rented in last 30 days: 4	2,922	4.3%	112
DVDs rented in last 30 days: 5+	10,448	15.5%	117
DVDs purchased in last 30 days: 1	3,977	5.9%	118
DVDs purchased in last 30 days: 2	3,536	5.2%	111
DVDs purchased in last 30 days: 3-4	3,217	4.8%	103
DVDs purchased in last 30 days: 5+	3,000	4.4%	85
Spent on toys/games in last 12 months: <\$50	4,344	6.4%	106
Spent on toys/games in last 12 months: \$50-\$99	1,829	2.7%	98
Spent on toys/games in last 12 months: \$100-\$199	5,089	7.5%	105
Spent on toys/games in last 12 months: \$200-\$499	8,216	12.2%	112
Spent on toys/games in last 12 months: \$500+	4,956	7.3%	128
Financial (Adults)			
Have home mortgage (1st)	18,215	27.0%	140
Used ATM/cash machine in last 12 months	40,465	60.0%	118
Own any stock	8,591	12.7%	139
Own U.S. savings bond	5,700	8.4%	123
Own shares in mutual fund (stock)	9,018	13.4%	142
Own shares in mutual fund (bonds)	5,561	8.2%	139
Used full service brokerage firm in last 12 months	5,757	8.5%	138
Have savings account	29,295	43.4%	119
Have 401K retirement savings	16,401	24.3%	137
Did banking over the Internet in last 12 months	23,840	35.3%	129
Own any credit/debit card (in own name)	55,522	82.3%	111
Avg monthly credit card expenditures: <\$111	9,386	13.9%	100
Avg monthly credit card expenditures: \$111-225	5,456	8.1%	104
Avg monthly credit card expenditures: \$226-450	5,534	8.2%	110
Avg monthly credit card expenditures: \$451-700	5,101	7.6%	119
Avg monthly credit card expenditures: \$701+	12,993	19.3%	144

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Grocery (Adults)			
Used beef (fresh/frozen) in last 6 months	49,941	74.0%	104
Used bread in last 6 months	65,561	97.2%	101
Used chicken/turkey (fresh or frozen) in last 6 months	53,810	79.8%	103
Used fish/seafood (fresh or frozen) in last 6 months	37,813	56.0%	106
Used fresh fruit/vegetables in last 6 months	60,683	89.9%	103
Used fresh milk in last 6 months	62,668	92.9%	102
Health (Adults)			
Exercise at home 2+ times per week	22,989	34.1%	113
Exercise at club 2+ times per week	10,785	16.0%	130
Visited a doctor in last 12 months	55,079	81.6%	105
Used vitamin/dietary supplement in last 6 months	35,544	52.7%	109
Home (Households)			
Any home improvement in last 12 months	12,959	38.1%	120
Used housekeeper/maid/prof HH cleaning service in the last 12 months	6,806	20.0%	128
Purchased any HH furnishing in last 12 months	11,500	33.8%	113
Purchased bedding/bath goods in last 12 months	19,094	56.2%	103
Purchased cooking/serving product in last 12 months	10,083	29.7%	108
Bought any kitchen appliance in last 12 months	6,584	19.4%	111
Insurance (Adults)			
Currently carry any life insurance	37,514	55.6%	116
Have medical/hospital/accident insurance	52,645	78.0%	109
Carry homeowner insurance	42,801	63.4%	120
Carry renter insurance	3,795	5.6%	92
Have auto/other vehicle insurance	60,412	89.5%	108
Pets (Households)			
HH owns any pet	19,539	57.5%	111
HH owns any cat	8,683	25.5%	106
HH owns any dog	14,588	42.9%	113
Reading Materials (Adults)			
Bought book in last 12 months	38,806	57.5%	115
Read any daily newspaper	29,694	44.0%	106
Heavy magazine reader	14,344	21.3%	107
Restaurants (Adults)			
Went to family restaurant/steak house in last 6 mo	53,413	79.2%	110
Went to family restaurant/steak house last mo: <2 times	17,942	26.6%	104
Went to family restaurant/steak house last mo: 2-4 times	20,380	30.2%	112
Went to family restaurant/steak house last mo: 5+ times	15,091	22.4%	115
Went to fast food/drive-in restaurant in last 6 mo	61,427	91.0%	103
Went to fast food/drive-in restaurant <6 times/mo	23,125	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/mo	20,610	30.5%	106
Went to fast food/drive-in restaurant 14+ times/mo	17,691	26.2%	105
Fast food/drive-in last 6 mo: eat in	26,833	39.8%	106
Fast food/drive-in last 6 mo: home delivery	7,426	11.0%	106
Fast food/drive-in last 6 mo: take-out/drive-thru	38,496	57.1%	109
Fast food/drive-in last 6 mo: take-out/walk-in	17,486	25.9%	105

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Telephones & Service (Households)			
HH owns in-home cordless telephone	24,294	71.5%	111
HH average monthly long distance phone bill: <\$16	10,074	29.6%	107
HH average monthly long distance phone bill: \$16-25	4,209	12.4%	108
HH average monthly long distance phone bill: \$26-59	3,507	10.3%	113
HH average monthly long distance phone bill: \$60+	1,697	5.0%	112
Television & Sound Equipment (Adults/Households)			
HH owns 1 TV	5,062	14.9%	76
HH owns 2 TVs	8,556	25.2%	96
HH owns 3 TVs	8,209	24.1%	108
HH owns 4+ TVs	9,091	26.7%	127
HH subscribes to cable TV	21,958	64.6%	111
HH Purchased audio equipment in last 12 months	3,441	10.1%	104
HH Purchased CD player in last 12 months	1,349	4.0%	103
HH Purchased DVD player in last 12 months	3,503	10.3%	106
HH Purchased MP3 player in last 12 months	8,198	12.2%	119
HH Purchased video game system in last 12 months	4,299	12.6%	117
Travel (Adults)			
Domestic travel in last 12 months	42,074	62.4%	119
Took 3+ domestic trips in last 12 months	12,921	19.2%	129
Spent on domestic vacations last 12 mo: <\$1000	8,997	13.3%	106
Spent on domestic vacations last 12 mo: \$1000-\$1499	5,515	8.2%	122
Spent on domestic vacations last 12 mo: \$1500-\$1999	3,723	5.5%	135
Spent on domestic vacations last 12 mo: \$2000-\$2999	3,880	5.8%	139
Spent on domestic vacations last 12 mo: \$3000+	4,846	7.2%	142
Foreign travel in last 3 years	21,832	32.4%	125
Took 3+ foreign trips by plane in last 3 years	4,062	6.0%	127
Spent on foreign vacations last 12 mo: <\$1000	4,910	7.3%	122
Spent on foreign vacations last 12 mo: \$1000-\$2999	3,116	4.6%	113
Spent on foreign vacations last 12 mo: \$3000+	4,554	6.8%	138
Stayed 1+ nights at hotel/motel in last 12 months	33,802	50.1%	124

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		3,474	3,773
Population 18+		2,401	2,612
Households		1,153	1,259
Median Household Income		\$110,254	\$122,268
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	1,078	93.5%	126
Purchased home PC in last 12 months	242	21.0%	134
Purchased home PC 1-2 years ago	340	29.5%	131
Purchased home PC 3-4 years ago	305	26.4%	136
Purchased home PC 5+ years ago	137	11.9%	127
Spent <\$500 on home PC (most recent purchase)	91	7.9%	91
Spent \$500-999 on home PC (most recent purchase)	240	20.8%	117
Spent \$1000-1499 on home PC (most recent purchase)	220	19.1%	146
Spent \$1500-1999 on home PC (most recent purchase)	121	10.5%	148
Spent \$2000+ on home PC (most recent purchase)	122	10.6%	170
Purchased home PC at computer superstore	212	18.4%	144
Purchased home PC at department store	35	3.0%	62
Purchased home PC direct from manufacturer	246	21.4%	153
Purchased home PC at electronics store	182	15.8%	143
Purchased home PC on Internet	140	12.2%	141
Purchased home PC at warehouse discount outlet	31	2.7%	123
HH owns desktop PC	873	75.8%	132
HH owns laptop/notebook/tablet PC	527	45.7%	147
HH owns any Apple/Mac clone brand PC	91	7.9%	126
HH owns any IBM/IBM compatible brand PC	998	86.6%	128
Brand of PC that HH owns: Compaq	111	9.6%	114
Brand of PC that HH owns: Dell	494	42.9%	139
Brand of PC that HH owns: Gateway	104	9.0%	135
Brand of PC that HH owns: Hewlett Packard	255	22.1%	142
Brand of PC that HH owns: Sony Vaio	44	3.8%	131
Child (under 18) uses home PC	386	33.5%	158
HH owns CD burner	586	50.8%	138
HH owns CD ROM drive	582	50.4%	129
HH owns DVD drive	411	35.6%	143
HH owns DVD-RW (DVD burner)	343	29.8%	145
HH owns external hard drive	257	22.3%	157
HH owns flash drive	369	32.0%	156
HH owns LAN/network interface card	213	18.4%	167
HH owns inkjet printer	649	56.3%	132
HH owns laser printer	243	21.1%	154
HH owns modem/fax modem	331	28.7%	138
HH owns removable cartridge storage device	83	7.2%	124
HH owns scanner	486	42.1%	148
HH owns PC speakers	660	57.2%	137
HH owns tape backup	46	4.0%	150
HH owns webcam	178	15.4%	136
HH owns software: accounting	179	15.5%	175
HH owns software: communications/fax	151	13.1%	160
HH owns software: database/filing	136	11.8%	145
HH owns software: desktop publishing	216	18.7%	154

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	157	13.6%	136
HH owns software: entertainment/games	441	38.3%	132
HH owns software: online meeting/conference	48	4.2%	146
HH owns software: personal finance/tax prep	307	26.6%	188
HH owns software: presentation graphics	148	12.9%	161
HH owns software: multimedia	248	21.5%	141
HH owns software: networking	183	15.9%	142
HH owns software: security/anti-virus	486	42.2%	150
HH owns software: spreadsheet	437	37.9%	164
HH owns software: utility	121	10.5%	148
HH owns software: web authoring	58	5.1%	145
HH owns software: word processing	579	50.2%	149
Spent \$500+ on software for home PC in last 12 mo	40	3.5%	145
Purchased computer book in last 12 months	68	5.9%	137
HH owns fax machine	104	9.0%	150
Purchased audio equipment in last 12 months	124	10.7%	111
Purchased headphones in last 12 months	50	4.4%	109
HH owns camcorder	373	32.4%	166
Purchased camcorder in last 12 months	29	2.5%	118
HH owns CD player	648	56.2%	122
Purchased CD player in last 12 months	45	3.9%	101
HH owns DVD player	897	77.8%	117
Purchased DVD player in last 12 months	118	10.2%	105
HH owns 1 TV	122	10.6%	54
HH owns 2 TVs	258	22.4%	85
HH owns 3 TVs	305	26.4%	118
HH owns 4+ TVs	381	33.0%	157
HH owns miniature screen TV (<13 in)	104	9.0%	114
Most recent TV purchase: miniature screen (<13 in)	28	2.4%	88
HH owns regular screen TV (13-26 in)	517	44.9%	103
Most recent TV purchase: regular screen (13-26 in)	210	18.2%	78
HH owns large screen TV (27-35 in)	596	51.7%	111
Most recent TV purchase: large screen (27-35 in)	321	27.8%	88
HH owns big screen TV (36-42 in)	325	28.1%	149
Most recent TV purchase: big screen (36-42 in)	232	20.1%	143
HH owns giant screen TV (over 42 in)	295	25.6%	180
Most recent TV purchase: giant screen (over 42 in)	224	19.4%	174
HH owns LCD TV	337	29.3%	152
HH owns plasma TV	136	11.8%	142
HH owns projection TV	108	9.4%	173
HH owns video game system	489	42.4%	127
Purchased video game system in last 12 months	179	15.6%	144
HH owns video game system: handheld	240	20.8%	135
HH owns video game system: attached to TV/computer	441	38.2%	129
HH owns video game system: Game Boy	103	8.9%	130
HH owns video game system: Game Boy Advance/SP	103	9.0%	135
HH owns video game system: Nintendo DS	142	12.3%	162

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	69	6.0%	119
HH owns video game system: Nintendo Wii	148	12.8%	190
HH owns video game system: PlayStation 2	210	18.2%	110
HH owns video game system: PlayStation 3	53	4.6%	127
HH owns video game system: Sony PlayStation/PS One	52	4.5%	112
HH owns video game system: Sony PSP	36	3.1%	107
HH owns video game system: Xbox	80	7.0%	117
HH owns video game system: Xbox 360	106	9.2%	142
HH purchased 5+ video games in last 12 months	95	8.2%	127
HH spent \$101+ on video games in last 12 months	129	11.2%	139
Owns MP3 player	901	37.5%	140
Purchased MP3 player in last 12 months	320	13.3%	131
Owns Apple iPod	409	17.0%	153
Purchased Apple iPod in last 12 months	104	4.3%	128
Have any access to the Internet	2,333	97.2%	115
Have access to Internet: at home	2,238	93.2%	132
Have access to Internet: at work	1,336	55.6%	149
Have access to Internet: at school/library	674	28.1%	111
Have access to Internet: not hm/work/school/library	541	22.5%	116
Use Internet less than once a week	49	2.0%	51
Use Internet 1-2 times per week	83	3.5%	63
Use Internet 3-6 times per week	178	7.4%	92
Use Internet once a day	281	11.7%	106
Use Internet 2-4 times per day	567	23.6%	134
Use Internet 5 or more times per day	996	41.5%	166
Any Internet or online usage in last 30 days	2,154	89.7%	127
Used Internet in last 30 days: at home	2,076	86.4%	139
Used Internet in last 30 days: at work	1,233	51.4%	161
Used Internet in last 30 days: at school/library	154	6.4%	83
Used Internet/30 days: not home/work/school/library	255	10.6%	115
Internet last 30 days: used email	2,044	85.1%	137
Internet last 30 days: used Instant Messenger	724	30.2%	119
Internet last 30 days: paid bills online	1,195	49.7%	151
Internet last 30 days: visited online blog	312	13.0%	136
Internet last 30 days: wrote online blog	90	3.7%	101
Internet last 30 days: visited chat room	101	4.2%	90
Internet last 30 days: looked for employment	343	14.3%	109
Internet last 30 days: played games online	511	21.3%	101
Internet last 30 days: traded/tracked investments	544	22.7%	203
Internet last 30 days: downloaded music	562	23.4%	127
Internet last 30 days: made phone call	150	6.3%	169
Internet last 30 days: made personal purchase	1,180	49.2%	159
Internet last 30 days: made business purchase	401	16.7%	175
Internet last 30 days: made travel plans	750	31.2%	181
Internet last 30 days: watched online video	641	26.7%	139
Internet last 30 days: obtained new/used car info	333	13.9%	157
Internet last 30 days: obtained financial info	953	39.7%	166
Internet last 30 days: obtained medical info	551	23.0%	137
Internet last 30 days: obtained latest news	1,404	58.5%	152
Internet last 30 days: obtained real estate info	406	16.9%	157

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	888	37.0%	160
Ordered anything on Internet in last 12 months	1,312	54.6%	158
Ordered on Internet/12 mo: airline ticket	752	31.3%	187
Ordered on Internet/12 mo: CD/tape	176	7.3%	167
Ordered on Internet/12 mo: clothing	564	23.5%	162
Ordered on Internet/12 mo: computer	121	5.0%	147
Ordered on Internet/12 mo: computer peripheral	171	7.1%	164
Ordered on Internet/12 mo: DVD	250	10.4%	158
Ordered on Internet/12 mo: flowers	211	8.8%	190
Ordered on Internet/12 mo: software	220	9.2%	161
Ordered on Internet/12 mo: tickets (concerts etc.)	440	18.3%	190
Ordered on Internet/12 mo: toy	211	8.8%	176
Purchased item from amazon.com in last 12 months	563	23.5%	167
Purchased item from barnes&noble.com in last 12 mo	122	5.1%	159
Purchased item from bestbuy.com in last 12 months	89	3.7%	147
Purchased item from ebay.com in last 12 months	333	13.8%	149
Purchased item from walmart.com in last 12 months	125	5.2%	127
Spent on Internet orders last 12 months: <\$100	142	5.9%	109
Spent on Internet orders last 12 months: \$100-199	175	7.3%	135
Spent on Internet orders last 12 months: \$200-499	307	12.8%	153
Spent on Internet orders last 12 months: \$500+	620	25.8%	178
Connection to Internet from home: dial-up modem	118	4.9%	59
Connection to Internet from home: cable modem	904	37.6%	140
Connection to Internet from home: DSL	889	37.0%	150
Connection to Internet from home: wireless	553	23.0%	167
Connection to Internet from home: any broadband	2,039	84.9%	144
DVDs rented in last 30 days: 1	87	3.6%	137
DVDs rented in last 30 days: 2	140	5.8%	126
DVDs rented in last 30 days: 3	108	4.5%	140
DVDs rented in last 30 days: 4	116	4.8%	125
DVDs rented in last 30 days: 5+	422	17.6%	133
Rented video tape/DVD last month: action/adventure	649	27.0%	134
Rented video tape/DVD last month: classic	143	6.0%	114
Rented video tape/DVD last month: comedy	641	26.7%	129
Rented video tape/DVD last month: drama	423	17.6%	130
Rented video tape/DVD last month: family/children	312	13.0%	146
Rented video tape/DVD last month: foreign	56	2.3%	118
Rented video tape/DVD last month: horror	166	6.9%	93
Rented video tape/DVD last month: romance	202	8.4%	112
Rented video tape/DVD last month: science fiction	138	5.8%	108
Rented video tape/DVD last mo at Blockbuster Video	465	19.4%	160
Rented video tape/DVD last mo at Hollywood Video	131	5.5%	132
Bought video tape/DVD last month: action/adventure	194	8.1%	96
Bought video tape/DVD last month: classic	39	1.6%	60
Bought video tape/DVD last month: comedy	212	8.8%	110
Bought video tape/DVD last month: drama	105	4.4%	101
Bought video tape/DVD last month: family/children	197	8.2%	139
Bought video tape/DVD last month: horror	43	1.8%	57
Bought video tape/DVD last month: romance	47	2.0%	77

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Branch Hill/Loveland
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Ring: 1 mile radius

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Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	69	2.9%	115
Bought blank video tape in last 6 months	271	11.3%	99
Bought 7+ blank video tapes in last 6 months	47	1.9%	75
DVDs purchased in last 30 days: 1	170	7.1%	142
DVDs purchased in last 30 days: 2	142	5.9%	125
DVDs purchased in last 30 days: 3-4	114	4.8%	102
DVDs purchased in last 30 days: 5+	114	4.7%	91
Bought any camera in last 12 months	370	15.4%	120
Spent on cameras in last 12 months: <\$100	67	2.8%	63
Spent on cameras in last 12 months: \$100-199	90	3.8%	124
Spent on cameras in last 12 months: \$200+	172	7.2%	180
Own APS (point & shoot or SLR) camera	89	3.7%	135
Own digital camera	1,147	47.8%	145
Bought digital camera in last 12 months	253	10.5%	154
Own digital point & shoot camera	890	37.0%	149
Bought digital point & shoot camera in last 12 mo	184	7.7%	155
Own digital SLR camera	299	12.5%	134
Bought digital SLR camera in last 12 months	71	3.0%	131
Own 35mm auto focus point & shoot camera	128	5.3%	114
Own 35mm auto focus single lens reflex camera	75	3.1%	131
Own 35mm auto focus zoom camera	155	6.4%	115
Own 35mm single lens reflex camera	82	3.4%	114
Own Canon camera	584	24.3%	155
Bought Canon camera in last 12 months	88	3.7%	172
Own Fuji camera	88	3.7%	91
Own Kodak camera	273	11.4%	96
Bought Kodak camera in last 12 months	49	2.0%	69
Own Nikon camera	223	9.3%	172
Own Olympus camera	169	7.0%	155
Own Polaroid camera	38	1.6%	64
Bought any camera accessory in last 12 months	1,290	53.7%	126
Bought film in last 12 months	425	17.7%	93
Bought film in last 12 months: <3 rolls	206	8.6%	96
Bought film in last 12 months: 3-6 rolls	137	5.7%	91
Bought film in last 12 months: 7+ rolls	82	3.4%	81
Bought film in last 12 mo: APS (color prints)	58	2.4%	90
Bought film in last 12 mo: instant developing	37	1.6%	77
Bought film in last 12 mo: 35mm (black & white)	11	0.5%	48
Bought film in last 12 mo: 35mm (color prints)	253	10.5%	92
Bought Fuji film in last 12 months	113	4.7%	93
Bought Kodak film in last 12 months	250	10.4%	88
Bought store-brand film in last 12 months	53	2.2%	104
Purchased film in last 12 mo: department store	41	1.7%	46
Purchased film in last 12 mo: discount store	115	4.8%	100

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Product/Consumer Behavior	Expected		MPI
	Number of Adults/HHs	Percent	
Purchased film in last 12 mo: drug store	98	4.1%	87
Purchased film in last 12 mo: grocery store	51	2.1%	99
Purchased film in last 12 mo: 1 hour service store	54	2.2%	88
Had film processed at discount store	73	3.0%	92
Had film processed at drug store	87	3.6%	85
Had film processed at 1 hour service store	63	2.6%	90
Bought memory card for camera in last 12 months	243	10.1%	132
Own memory card for camera	855	35.6%	144

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Population 18+		27,126	28,651
Households		13,493	14,251
Median Household Income		\$83,277	\$94,821
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	11,710	86.8%	117
Purchased home PC in last 12 months	2,625	19.5%	124
Purchased home PC 1-2 years ago	3,727	27.6%	123
Purchased home PC 3-4 years ago	3,269	24.2%	124
Purchased home PC 5+ years ago	1,451	10.8%	115
Spent <\$500 on home PC (most recent purchase)	1,149	8.5%	98
Spent \$500-999 on home PC (most recent purchase)	2,810	20.8%	117
Spent \$1000-1499 on home PC (most recent purchase)	2,289	17.0%	130
Spent \$1500-1999 on home PC (most recent purchase)	1,235	9.2%	129
Spent \$2000+ on home PC (most recent purchase)	1,160	8.6%	138
Purchased home PC at computer superstore	2,200	16.3%	128
Purchased home PC at department store	565	4.2%	85
Purchased home PC direct from manufacturer	2,543	18.8%	135
Purchased home PC at electronics store	1,856	13.8%	125
Purchased home PC on Internet	1,471	10.9%	127
Purchased home PC at warehouse discount outlet	355	2.6%	120
HH owns desktop PC	9,366	69.4%	121
HH owns laptop/notebook/tablet PC	5,463	40.5%	130
HH owns any Apple/Mac clone brand PC	941	7.0%	112
HH owns any IBM/IBM compatible brand PC	10,828	80.2%	119
Brand of PC that HH owns: Compaq	1,288	9.5%	113
Brand of PC that HH owns: Dell	5,240	38.8%	126
Brand of PC that HH owns: Gateway	1,032	7.7%	115
Brand of PC that HH owns: Hewlett Packard	2,689	19.9%	128
Brand of PC that HH owns: Sony Vaio	458	3.4%	117
Child (under 18) uses home PC	3,938	29.2%	138
HH owns CD burner	6,257	46.4%	126
HH owns CD ROM drive	6,359	47.1%	120
HH owns DVD drive	4,299	31.9%	128
HH owns DVD-RW (DVD burner)	3,476	25.8%	125
HH owns external hard drive	2,549	18.9%	133
HH owns flash drive	3,729	27.6%	135
HH owns LAN/network interface card	2,121	15.7%	142
HH owns inkjet printer	7,074	52.4%	123
HH owns laser printer	2,497	18.5%	135
HH owns modem/fax modem	3,515	26.0%	125
HH owns removable cartridge storage device	894	6.6%	114
HH owns scanner	5,024	37.2%	131
HH owns PC speakers	6,992	51.8%	124
HH owns tape backup	452	3.4%	126
HH owns webcam	1,908	14.1%	125
HH owns software: accounting	1,729	12.8%	144
HH owns software: communications/fax	1,511	11.2%	137
HH owns software: database/filing	1,391	10.3%	126
HH owns software: desktop publishing	2,214	16.4%	135

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns software: education/training	1,619	12.0%	120
HH owns software: entertainment/games	4,737	35.1%	121
HH owns software: online meeting/conference	464	3.4%	120
HH owns software: personal finance/tax prep	2,920	21.6%	153
HH owns software: presentation graphics	1,461	10.8%	135
HH owns software: multimedia	2,581	19.1%	125
HH owns software: networking	1,919	14.2%	127
HH owns software: security/anti-virus	4,932	36.5%	130
HH owns software: spreadsheet	4,357	32.3%	140
HH owns software: utility	1,242	9.2%	130
HH owns software: web authoring	568	4.2%	122
HH owns software: word processing	5,991	44.4%	132
Spent \$500+ on software for home PC in last 12 mo	376	2.8%	117
Purchased computer book in last 12 months	690	5.1%	118
HH owns fax machine	1,072	7.9%	132
Purchased audio equipment in last 12 months	1,402	10.4%	107
Purchased headphones in last 12 months	581	4.3%	108
HH owns camcorder	3,732	27.7%	142
Purchased camcorder in last 12 months	327	2.4%	114
HH owns CD player	7,195	53.3%	116
Purchased CD player in last 12 months	535	4.0%	103
HH owns DVD player	9,895	73.3%	111
Purchased DVD player in last 12 months	1,389	10.3%	106
HH owns 1 TV	1,847	13.7%	70
HH owns 2 TVs	3,271	24.2%	92
HH owns 3 TVs	3,315	24.6%	110
HH owns 4+ TVs	3,870	28.7%	136
HH owns miniature screen TV (<13 in)	1,185	8.8%	111
Most recent TV purchase: miniature screen (<13 in)	341	2.5%	91
HH owns regular screen TV (13-26 in)	6,052	44.9%	103
Most recent TV purchase: regular screen (13-26 in)	2,709	20.1%	86
HH owns large screen TV (27-35 in)	6,706	49.7%	107
Most recent TV purchase: large screen (27-35 in)	3,981	29.5%	93
HH owns big screen TV (36-42 in)	3,329	24.7%	131
Most recent TV purchase: big screen (36-42 in)	2,416	17.9%	127
HH owns giant screen TV (over 42 in)	2,835	21.0%	148
Most recent TV purchase: giant screen (over 42 in)	2,190	16.2%	145
HH owns LCD TV	3,422	25.4%	132
HH owns plasma TV	1,453	10.8%	130
HH owns projection TV	1,055	7.8%	145
HH owns video game system	5,307	39.3%	118
Purchased video game system in last 12 months	1,814	13.4%	125
HH owns video game system: handheld	2,554	18.9%	123
HH owns video game system: attached to TV/computer	4,759	35.3%	119
HH owns video game system: Game Boy	1,151	8.5%	124
HH owns video game system: Game Boy Advance/SP	1,118	8.3%	126
HH owns video game system: Nintendo DS	1,376	10.2%	134

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	779	5.8%	115
HH owns video game system: Nintendo Wii	1,337	9.9%	147
HH owns video game system: PlayStation 2	2,461	18.2%	111
HH owns video game system: PlayStation 3	562	4.2%	115
HH owns video game system: Sony PlayStation/PS One	601	4.5%	110
HH owns video game system: Sony PSP	426	3.2%	108
HH owns video game system: Xbox	913	6.8%	114
HH owns video game system: Xbox 360	1,082	8.0%	124
HH purchased 5+ video games in last 12 months	1,030	7.6%	118
HH spent \$101+ on video games in last 12 months	1,325	9.8%	122
Owns MP3 player	9,169	33.8%	126
Purchased MP3 player in last 12 months	3,425	12.6%	124
Owns Apple iPod	3,926	14.5%	130
Purchased Apple iPod in last 12 months	1,071	3.9%	117
Have any access to the Internet	25,285	93.2%	110
Have access to Internet: at home	23,331	86.0%	122
Have access to Internet: at work	13,346	49.2%	132
Have access to Internet: at school/library	7,267	26.8%	106
Have access to Internet: not hm/work/school/library	5,901	21.8%	112
Use Internet less than once a week	714	2.6%	66
Use Internet 1-2 times per week	1,163	4.3%	78
Use Internet 3-6 times per week	2,163	8.0%	99
Use Internet once a day	3,274	12.1%	109
Use Internet 2-4 times per day	5,845	21.5%	122
Use Internet 5 or more times per day	9,566	35.3%	141
Any Internet or online usage in last 30 days	22,724	83.8%	119
Used Internet in last 30 days: at home	21,328	78.6%	127
Used Internet in last 30 days: at work	12,016	44.3%	139
Used Internet in last 30 days: at school/library	1,897	7.0%	91
Used Internet/30 days: not home/work/school/library	2,751	10.1%	110
Internet last 30 days: used email	21,123	77.9%	125
Internet last 30 days: used Instant Messenger	7,763	28.6%	113
Internet last 30 days: paid bills online	11,786	43.4%	132
Internet last 30 days: visited online blog	3,173	11.7%	122
Internet last 30 days: wrote online blog	1,040	3.8%	104
Internet last 30 days: visited chat room	1,076	4.0%	85
Internet last 30 days: looked for employment	3,808	14.0%	107
Internet last 30 days: played games online	5,799	21.4%	102
Internet last 30 days: traded/tracked investments	4,881	18.0%	161
Internet last 30 days: downloaded music	5,614	20.7%	112
Internet last 30 days: made phone call	1,342	4.9%	134
Internet last 30 days: made personal purchase	11,528	42.5%	138
Internet last 30 days: made business purchase	3,761	13.9%	145
Internet last 30 days: made travel plans	7,053	26.0%	151
Internet last 30 days: watched online video	6,327	23.3%	122
Internet last 30 days: obtained new/used car info	3,206	11.8%	134
Internet last 30 days: obtained financial info	9,072	33.4%	140
Internet last 30 days: obtained medical info	5,620	20.7%	124
Internet last 30 days: obtained latest news	13,995	51.6%	134
Internet last 30 days: obtained real estate info	4,138	15.3%	142

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	8,601	31.7%	137
Ordered anything on Internet in last 12 months	13,138	48.4%	140
Ordered on Internet/12 mo: airline ticket	7,056	26.0%	155
Ordered on Internet/12 mo: CD/tape	1,661	6.1%	140
Ordered on Internet/12 mo: clothing	5,527	20.4%	140
Ordered on Internet/12 mo: computer	1,239	4.6%	133
Ordered on Internet/12 mo: computer peripheral	1,650	6.1%	140
Ordered on Internet/12 mo: DVD	2,375	8.8%	133
Ordered on Internet/12 mo: flowers	1,973	7.3%	157
Ordered on Internet/12 mo: software	2,209	8.1%	143
Ordered on Internet/12 mo: tickets (concerts etc.)	4,024	14.8%	154
Ordered on Internet/12 mo: toy	1,956	7.2%	145
Purchased item from amazon.com in last 12 months	5,343	19.7%	140
Purchased item from barnes&noble.com in last 12 mo	1,263	4.7%	145
Purchased item from bestbuy.com in last 12 months	888	3.3%	130
Purchased item from ebay.com in last 12 months	3,280	12.1%	130
Purchased item from walmart.com in last 12 months	1,314	4.8%	118
Spent on Internet orders last 12 months: <\$100	1,672	6.2%	113
Spent on Internet orders last 12 months: \$100-199	1,702	6.3%	116
Spent on Internet orders last 12 months: \$200-499	3,100	11.4%	136
Spent on Internet orders last 12 months: \$500+	6,004	22.1%	152
Connection to Internet from home: dial-up modem	1,804	6.6%	80
Connection to Internet from home: cable modem	9,528	35.1%	130
Connection to Internet from home: DSL	8,534	31.5%	128
Connection to Internet from home: wireless	5,336	19.7%	143
Connection to Internet from home: any broadband	20,651	76.1%	129
DVDs rented in last 30 days: 1	880	3.2%	123
DVDs rented in last 30 days: 2	1,606	5.9%	128
DVDs rented in last 30 days: 3	1,072	4.0%	123
DVDs rented in last 30 days: 4	1,263	4.7%	120
DVDs rented in last 30 days: 5+	4,372	16.1%	122
Rented video tape/DVD last month: action/adventure	6,696	24.7%	122
Rented video tape/DVD last month: classic	1,534	5.7%	109
Rented video tape/DVD last month: comedy	6,765	24.9%	121
Rented video tape/DVD last month: drama	4,548	16.8%	123
Rented video tape/DVD last month: family/children	3,081	11.4%	128
Rented video tape/DVD last month: foreign	586	2.2%	109
Rented video tape/DVD last month: horror	1,837	6.8%	91
Rented video tape/DVD last month: romance	2,175	8.0%	107
Rented video tape/DVD last month: science fiction	1,532	5.7%	106
Rented video tape/DVD last mo at Blockbuster Video	4,601	17.0%	140
Rented video tape/DVD last mo at Hollywood Video	1,367	5.0%	122
Bought video tape/DVD last month: action/adventure	2,256	8.3%	99
Bought video tape/DVD last month: classic	595	2.2%	81
Bought video tape/DVD last month: comedy	2,289	8.4%	105
Bought video tape/DVD last month: drama	1,221	4.5%	104
Bought video tape/DVD last month: family/children	1,906	7.0%	119
Bought video tape/DVD last month: horror	549	2.0%	64
Bought video tape/DVD last month: romance	595	2.2%	86

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Bought video tape/DVD last mo at Blockbuster Video	699	2.6%	104
Bought blank video tape in last 6 months	3,124	11.5%	102
Bought 7+ blank video tapes in last 6 months	625	2.3%	88
DVDs purchased in last 30 days: 1	1,722	6.3%	128
DVDs purchased in last 30 days: 2	1,486	5.5%	116
DVDs purchased in last 30 days: 3-4	1,300	4.8%	103
DVDs purchased in last 30 days: 5+	1,216	4.5%	86
Bought any camera in last 12 months	3,838	14.1%	110
Spent on cameras in last 12 months: <\$100	993	3.7%	83
Spent on cameras in last 12 months: \$100-199	907	3.3%	111
Spent on cameras in last 12 months: \$200+	1,498	5.5%	139
Own APS (point & shoot or SLR) camera	910	3.4%	122
Own digital camera	11,696	43.1%	131
Bought digital camera in last 12 months	2,366	8.7%	127
Own digital point & shoot camera	8,985	33.1%	133
Bought digital point & shoot camera in last 12 mo	1,702	6.3%	127
Own digital SLR camera	3,127	11.5%	124
Bought digital SLR camera in last 12 months	718	2.6%	118
Own 35mm auto focus point & shoot camera	1,427	5.3%	112
Own 35mm auto focus single lens reflex camera	833	3.1%	129
Own 35mm auto focus zoom camera	1,724	6.4%	113
Own 35mm single lens reflex camera	941	3.5%	116
Own Canon camera	5,787	21.3%	136
Bought Canon camera in last 12 months	796	2.9%	138
Own Fuji camera	1,045	3.9%	95
Own Kodak camera	3,233	11.9%	101
Bought Kodak camera in last 12 months	656	2.4%	81
Own Nikon camera	2,054	7.6%	140
Own Olympus camera	1,673	6.2%	136
Own Polaroid camera	510	1.9%	76
Bought any camera accessory in last 12 months	14,001	51.6%	121
Bought film in last 12 months	5,213	19.2%	100
Bought film in last 12 months: <3 rolls	2,438	9.0%	101
Bought film in last 12 months: 3-6 rolls	1,641	6.0%	97
Bought film in last 12 months: 7+ rolls	1,133	4.2%	99
Bought film in last 12 mo: APS (color prints)	717	2.6%	99
Bought film in last 12 mo: instant developing	475	1.8%	88
Bought film in last 12 mo: 35mm (black & white)	187	0.7%	72
Bought film in last 12 mo: 35mm (color prints)	3,111	11.5%	101
Bought Fuji film in last 12 months	1,392	5.1%	102
Bought Kodak film in last 12 months	3,131	11.5%	97
Bought store-brand film in last 12 months	595	2.2%	103
Purchased film in last 12 mo: department store	680	2.5%	67
Purchased film in last 12 mo: discount store	1,339	4.9%	103

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	1,207	4.5%	95
Purchased film in last 12 mo: grocery store	573	2.1%	98
Purchased film in last 12 mo: 1 hour service store	578	2.1%	84
Had film processed at discount store	883	3.3%	98
Had film processed at drug store	1,107	4.1%	96
Had film processed at 1 hour service store	710	2.6%	90
Bought memory card for camera in last 12 months	2,534	9.3%	122
Own memory card for camera	8,815	32.5%	131

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Population		92,547	97,116
Population 18+		67,469	71,111
Households		33,994	35,739
Median Household Income		\$75,984	\$84,764
Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns a personal computer	28,577	84.1%	114
Purchased home PC in last 12 months	6,264	18.4%	117
Purchased home PC 1-2 years ago	9,135	26.9%	119
Purchased home PC 3-4 years ago	7,828	23.0%	118
Purchased home PC 5+ years ago	3,503	10.3%	110
Spent <\$500 on home PC (most recent purchase)	2,937	8.6%	100
Spent \$500-999 on home PC (most recent purchase)	6,962	20.5%	115
Spent \$1000-1499 on home PC (most recent purchase)	5,349	15.7%	121
Spent \$1500-1999 on home PC (most recent purchase)	2,911	8.6%	121
Spent \$2000+ on home PC (most recent purchase)	2,678	7.9%	127
Purchased home PC at computer superstore	5,312	15.6%	123
Purchased home PC at department store	1,476	4.3%	88
Purchased home PC direct from manufacturer	5,925	17.4%	125
Purchased home PC at electronics store	4,432	13.0%	118
Purchased home PC on Internet	3,520	10.4%	121
Purchased home PC at warehouse discount outlet	824	2.4%	111
HH owns desktop PC	22,637	66.6%	116
HH owns laptop/notebook/tablet PC	12,932	38.0%	122
HH owns any Apple/Mac clone brand PC	2,331	6.9%	110
HH owns any IBM/IBM compatible brand PC	26,347	77.5%	115
Brand of PC that HH owns: Compaq	3,234	9.5%	112
Brand of PC that HH owns: Dell	12,545	36.9%	120
Brand of PC that HH owns: Gateway	2,501	7.4%	110
Brand of PC that HH owns: Hewlett Packard	6,365	18.7%	120
Brand of PC that HH owns: Sony Vaio	1,085	3.2%	110
Child (under 18) uses home PC	9,156	26.9%	128
HH owns CD burner	14,976	44.1%	120
HH owns CD ROM drive	15,392	45.3%	116
HH owns DVD drive	10,185	30.0%	120
HH owns DVD-RW (DVD burner)	8,392	24.7%	120
HH owns external hard drive	6,017	17.7%	125
HH owns flash drive	8,863	26.1%	127
HH owns LAN/network interface card	4,867	14.3%	129
HH owns inkjet printer	17,033	50.1%	117
HH owns laser printer	5,866	17.3%	126
HH owns modem/fax modem	8,417	24.8%	119
HH owns removable cartridge storage device	2,133	6.3%	108
HH owns scanner	11,944	35.1%	123
HH owns PC speakers	16,716	49.2%	118
HH owns tape backup	1,094	3.2%	121
HH owns webcam	4,582	13.5%	119
HH owns software: accounting	3,854	11.3%	128
HH owns software: communications/fax	3,441	10.1%	124
HH owns software: database/filing	3,242	9.5%	117
HH owns software: desktop publishing	5,175	15.2%	126

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HH owns software: education/training	3,927	11.6%	115
HH owns software: entertainment/games	11,440	33.7%	116
HH owns software: online meeting/conference	1,138	3.3%	117
HH owns software: personal finance/tax prep	6,594	19.4%	137
HH owns software: presentation graphics	3,414	10.0%	126
HH owns software: multimedia	6,106	18.0%	117
HH owns software: networking	4,540	13.4%	119
HH owns software: security/anti-virus	11,591	34.1%	121
HH owns software: spreadsheet	10,167	29.9%	129
HH owns software: utility	2,906	8.5%	121
HH owns software: web authoring	1,370	4.0%	116
HH owns software: word processing	14,183	41.7%	124
Spent \$500+ on software for home PC in last 12 mo	926	2.7%	114
Purchased computer book in last 12 months	1,679	4.9%	114
HH owns fax machine	2,514	7.4%	123
Purchased audio equipment in last 12 months	3,441	10.1%	104
Purchased headphones in last 12 months	1,418	4.2%	105
HH owns camcorder	8,663	25.5%	131
Purchased camcorder in last 12 months	792	2.3%	110
HH owns CD player	17,773	52.3%	114
Purchased CD player in last 12 months	1,349	4.0%	103
HH owns DVD player	24,279	71.4%	108
Purchased DVD player in last 12 months	3,503	10.3%	106
HH owns 1 TV	5,062	14.9%	76
HH owns 2 TVs	8,556	25.2%	96
HH owns 3 TVs	8,209	24.1%	108
HH owns 4+ TVs	9,091	26.7%	127
HH owns miniature screen TV (<13 in)	2,964	8.7%	110
Most recent TV purchase: miniature screen (<13 in)	848	2.5%	90
HH owns regular screen TV (13-26 in)	15,188	44.7%	103
Most recent TV purchase: regular screen (13-26 in)	7,162	21.1%	90
HH owns large screen TV (27-35 in)	16,849	49.6%	107
Most recent TV purchase: large screen (27-35 in)	10,366	30.5%	97
HH owns big screen TV (36-42 in)	7,847	23.1%	122
Most recent TV purchase: big screen (36-42 in)	5,723	16.8%	119
HH owns giant screen TV (over 42 in)	6,507	19.1%	135
Most recent TV purchase: giant screen (over 42 in)	5,081	14.9%	134
HH owns LCD TV	8,217	24.2%	126
HH owns plasma TV	3,458	10.2%	123
HH owns projection TV	2,351	6.9%	128
HH owns video game system	12,887	37.9%	113
Purchased video game system in last 12 months	4,299	12.6%	117
HH owns video game system: handheld	6,176	18.2%	118
HH owns video game system: attached to TV/computer	11,491	33.8%	114
HH owns video game system: Game Boy	2,746	8.1%	117
HH owns video game system: Game Boy Advance/SP	2,731	8.0%	122
HH owns video game system: Nintendo DS	3,243	9.5%	126

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Electronics and Internet Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
HH owns video game system: Nintendo GameCube	1,892	5.6%	111
HH owns video game system: Nintendo Wii	3,077	9.1%	134
HH owns video game system: PlayStation 2	6,057	17.8%	108
HH owns video game system: PlayStation 3	1,393	4.1%	113
HH owns video game system: Sony PlayStation/PS One	1,522	4.5%	111
HH owns video game system: Sony PSP	1,067	3.1%	107
HH owns video game system: Xbox	2,264	6.7%	112
HH owns video game system: Xbox 360	2,616	7.7%	119
HH purchased 5+ video games in last 12 months	2,493	7.3%	113
HH spent \$101+ on video games in last 12 months	3,182	9.4%	116
Owns MP3 player	21,563	32.0%	119
Purchased MP3 player in last 12 months	8,198	12.2%	119
Owns Apple iPod	9,086	13.5%	121
Purchased Apple iPod in last 12 months	2,626	3.9%	115
Have any access to the Internet	62,184	92.2%	109
Have access to Internet: at home	55,981	83.0%	118
Have access to Internet: at work	31,258	46.3%	124
Have access to Internet: at school/library	18,062	26.8%	106
Have access to Internet: not hm/work/school/library	14,447	21.4%	110
Use Internet less than once a week	2,009	3.0%	75
Use Internet 1-2 times per week	3,156	4.7%	85
Use Internet 3-6 times per week	5,506	8.2%	102
Use Internet once a day	8,158	12.1%	109
Use Internet 2-4 times per day	14,053	20.8%	118
Use Internet 5 or more times per day	22,210	32.9%	132
Any Internet or online usage in last 30 days	55,094	81.7%	116
Used Internet in last 30 days: at home	50,891	75.4%	121
Used Internet in last 30 days: at work	27,775	41.2%	129
Used Internet in last 30 days: at school/library	4,891	7.2%	94
Used Internet/30 days: not home/work/school/library	6,652	9.9%	107
Internet last 30 days: used email	50,636	75.1%	121
Internet last 30 days: used Instant Messenger	19,037	28.2%	111
Internet last 30 days: paid bills online	27,985	41.5%	126
Internet last 30 days: visited online blog	7,564	11.2%	117
Internet last 30 days: wrote online blog	2,596	3.8%	104
Internet last 30 days: visited chat room	2,733	4.1%	87
Internet last 30 days: looked for employment	9,370	13.9%	106
Internet last 30 days: played games online	14,707	21.8%	104
Internet last 30 days: traded/tracked investments	10,923	16.2%	145
Internet last 30 days: downloaded music	13,870	20.6%	112
Internet last 30 days: made phone call	3,015	4.5%	121
Internet last 30 days: made personal purchase	26,998	40.0%	130
Internet last 30 days: made business purchase	8,590	12.7%	134
Internet last 30 days: made travel plans	15,884	23.5%	136
Internet last 30 days: watched online video	15,141	22.4%	117
Internet last 30 days: obtained new/used car info	7,525	11.2%	126
Internet last 30 days: obtained financial info	21,202	31.4%	131
Internet last 30 days: obtained medical info	13,570	20.1%	121
Internet last 30 days: obtained latest news	32,938	48.8%	127
Internet last 30 days: obtained real estate info	9,545	14.1%	131

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Latitude: 39.22925

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Internet last 30 days: obtained sports news/info	20,255	30.0%	130
Ordered anything on Internet in last 12 months	30,645	45.4%	131
Ordered on Internet/12 mo: airline ticket	16,204	24.0%	144
Ordered on Internet/12 mo: CD/tape	3,928	5.8%	133
Ordered on Internet/12 mo: clothing	12,932	19.2%	132
Ordered on Internet/12 mo: computer	2,916	4.3%	126
Ordered on Internet/12 mo: computer peripheral	3,864	5.7%	132
Ordered on Internet/12 mo: DVD	5,518	8.2%	124
Ordered on Internet/12 mo: flowers	4,642	6.9%	148
Ordered on Internet/12 mo: software	5,142	7.6%	134
Ordered on Internet/12 mo: tickets (concerts etc.)	9,130	13.5%	141
Ordered on Internet/12 mo: toy	4,411	6.5%	131
Purchased item from amazon.com in last 12 months	12,534	18.6%	132
Purchased item from barnes&noble.com in last 12 mo	2,980	4.4%	138
Purchased item from bestbuy.com in last 12 months	2,147	3.2%	126
Purchased item from ebay.com in last 12 months	7,534	11.2%	120
Purchased item from walmart.com in last 12 months	3,121	4.6%	113
Spent on Internet orders last 12 months: <\$100	4,039	6.0%	110
Spent on Internet orders last 12 months: \$100-199	4,061	6.0%	111
Spent on Internet orders last 12 months: \$200-499	7,073	10.5%	125
Spent on Internet orders last 12 months: \$500+	13,892	20.6%	142
Connection to Internet from home: dial-up modem	4,718	7.0%	84
Connection to Internet from home: cable modem	23,416	34.7%	129
Connection to Internet from home: DSL	19,710	29.2%	119
Connection to Internet from home: wireless	12,364	18.3%	133
Connection to Internet from home: any broadband	49,202	72.9%	123
DVDs rented in last 30 days: 1	2,018	3.0%	113
DVDs rented in last 30 days: 2	3,818	5.7%	122
DVDs rented in last 30 days: 3	2,453	3.6%	114
DVDs rented in last 30 days: 4	2,922	4.3%	112
DVDs rented in last 30 days: 5+	10,448	15.5%	117
Rented video tape/DVD last month: action/adventure	15,761	23.4%	116
Rented video tape/DVD last month: classic	3,730	5.5%	106
Rented video tape/DVD last month: comedy	16,056	23.8%	115
Rented video tape/DVD last month: drama	10,765	16.0%	117
Rented video tape/DVD last month: family/children	7,208	10.7%	120
Rented video tape/DVD last month: foreign	1,390	2.1%	104
Rented video tape/DVD last month: horror	4,629	6.9%	93
Rented video tape/DVD last month: romance	5,426	8.0%	107
Rented video tape/DVD last month: science fiction	3,768	5.6%	105
Rented video tape/DVD last mo at Blockbuster Video	10,696	15.9%	131
Rented video tape/DVD last mo at Hollywood Video	3,094	4.6%	111
Bought video tape/DVD last month: action/adventure	5,648	8.4%	100
Bought video tape/DVD last month: classic	1,574	2.3%	86
Bought video tape/DVD last month: comedy	5,518	8.2%	102
Bought video tape/DVD last month: drama	2,943	4.4%	101
Bought video tape/DVD last month: family/children	4,559	6.8%	114
Bought video tape/DVD last month: horror	1,401	2.1%	66
Bought video tape/DVD last month: romance	1,580	2.3%	92

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Bought video tape/DVD last mo at Blockbuster Video	1,683	2.5%	100
Bought blank video tape in last 6 months	7,856	11.6%	103
Bought 7+ blank video tapes in last 6 months	1,672	2.5%	95
DVDs purchased in last 30 days: 1	3,977	5.9%	118
DVDs purchased in last 30 days: 2	3,536	5.2%	111
DVDs purchased in last 30 days: 3-4	3,217	4.8%	103
DVDs purchased in last 30 days: 5+	3,000	4.4%	85
Bought any camera in last 12 months	9,353	13.9%	108
Spent on cameras in last 12 months: <\$100	2,667	4.0%	89
Spent on cameras in last 12 months: \$100-199	2,224	3.3%	109
Spent on cameras in last 12 months: \$200+	3,380	5.0%	126
Own APS (point & shoot or SLR) camera	2,302	3.4%	124
Own digital camera	27,673	41.0%	124
Bought digital camera in last 12 months	5,468	8.1%	118
Own digital point & shoot camera	21,078	31.2%	126
Bought digital point & shoot camera in last 12 mo	3,975	5.9%	119
Own digital SLR camera	7,582	11.2%	121
Bought digital SLR camera in last 12 months	1,696	2.5%	112
Own 35mm auto focus point & shoot camera	3,486	5.2%	110
Own 35mm auto focus single lens reflex camera	1,985	2.9%	123
Own 35mm auto focus zoom camera	4,177	6.2%	110
Own 35mm single lens reflex camera	2,424	3.6%	120
Own Canon camera	13,625	20.2%	128
Bought Canon camera in last 12 months	1,780	2.6%	124
Own Fuji camera	2,710	4.0%	99
Own Kodak camera	8,274	12.3%	104
Bought Kodak camera in last 12 months	1,712	2.5%	85
Own Nikon camera	4,700	7.0%	129
Own Olympus camera	3,969	5.9%	130
Own Polaroid camera	1,419	2.1%	86
Bought any camera accessory in last 12 months	34,080	50.5%	118
Bought film in last 12 months	13,304	19.7%	103
Bought film in last 12 months: <3 rolls	6,093	9.0%	102
Bought film in last 12 months: 3-6 rolls	4,277	6.3%	101
Bought film in last 12 months: 7+ rolls	2,932	4.3%	103
Bought film in last 12 mo: APS (color prints)	1,902	2.8%	106
Bought film in last 12 mo: instant developing	1,241	1.8%	92
Bought film in last 12 mo: 35mm (black & white)	537	0.8%	84
Bought film in last 12 mo: 35mm (color prints)	7,883	11.7%	102
Bought Fuji film in last 12 months	3,380	5.0%	99
Bought Kodak film in last 12 months	8,251	12.2%	103
Bought store-brand film in last 12 months	1,527	2.3%	106
Purchased film in last 12 mo: department store	1,858	2.8%	74
Purchased film in last 12 mo: discount store	3,337	4.9%	104

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Product/Consumer Behavior	Expected Number of Adults/HHs	Percent	MPI
Purchased film in last 12 mo: drug store	3,265	4.8%	103
Purchased film in last 12 mo: grocery store	1,447	2.1%	100
Purchased film in last 12 mo: 1 hour service store	1,508	2.2%	88
Had film processed at discount store	2,225	3.3%	100
Had film processed at drug store	2,983	4.4%	104
Had film processed at 1 hour service store	1,902	2.8%	97
Bought memory card for camera in last 12 months	5,972	8.9%	116
Own memory card for camera	20,990	31.1%	126

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

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Latitude: 39.22925
Longitude: -84.2566

Demographic Summary		2010	2015
Population		3,474	3,773
Population 18+		2,401	2,612
Households		1,153	1,259
Median Household Income		\$110,254	\$122,268
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank	1,435	59.8%	121
Bank/financial institution: use savings & loan	263	11.0%	105
Bank/financial institution: use credit union	698	29.1%	128
Bank/financial institution: use fed savings bank	64	2.7%	116
Bank/financial institution: use mutual funds co	121	5.0%	154
Bank/financial institution: use Internet Bank	156	6.5%	150
Used ATM/cash machine in last 12 months	1,590	66.2%	130
Banked in person in last 12 months	1,474	61.4%	118
Banked by mail in last 12 months	172	7.2%	134
Banked by phone in last 12 months	417	17.4%	116
Did banking over the Internet in last 12 months	1,004	41.8%	153
Used direct deposit of paycheck in last 12 months	1,194	49.7%	129
Have interest checking account	1,082	45.1%	140
Have non-interest checking account	708	29.5%	111
Have money market account	492	20.5%	166
Have savings account	1,132	47.1%	130
Have 401K retirement savings	715	29.8%	168
Have IRA retirement savings	602	25.1%	166
Have auto loan for new car	407	17.0%	147
Have personal loan for education only	119	5.0%	122
Have personal loan-not for education	85	3.5%	141
Have home mortgage (1st)	790	32.9%	171
Have 2nd mortgage (equity loan)	279	11.6%	185
Have home equity line of credit	239	10.0%	166
Have personal line of credit	143	6.0%	132
Have overdraft protection	492	20.5%	154
Own any securities investment	887	36.9%	148
Own annuities	101	4.2%	139
Own certificate of deposit (6 months or less)	109	4.5%	129
Own certificate of deposit (more than 6 months)	161	6.7%	120
Own common/preferred stock in company you work for	142	5.9%	196
Own common stock in company you don't work for	262	10.9%	173
Own insured money market account (bank)	79	3.3%	160
Own shares in money market fund	274	11.4%	172
Own shares in mutual fund (bonds)	246	10.2%	173
Own shares in mutual fund (stock)	426	17.7%	189
Own any stock	378	15.7%	171
Own stock with market value <\$10000	105	4.4%	141
Own stock with market value \$10000-49999	88	3.7%	146
Own stock with market value \$50000+	121	5.0%	202

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Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	236		9.8%	143
Used financial planning counsel in last 12 months	322		13.4%	171
Used full service brokerage firm in last 12 months	246		10.2%	165
Own any credit/debit card (in own name)	2,099		87.4%	118
Own American Express card (in own name)	554		23.1%	186
Own Discover card (in own name)	379		15.8%	141
Own MasterCard (in own name)	1,047		43.6%	127
Own Visa (in own name)	1,477		61.5%	125
Own any department store credit card (in own name)	961		40.0%	129
Avg monthly credit card expenditures: <\$111	336		14.0%	101
Avg monthly credit card expenditures: \$111-225	205		8.5%	110
Avg monthly credit card expenditures: \$226-450	203		8.5%	113
Avg monthly credit card expenditures: \$451-700	204		8.5%	133
Avg monthly credit card expenditures: \$701+	601		25.0%	187

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Ring: 3 miles radius

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Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015	
Population		38,094	40,129	
Population 18+		27,126	28,651	
Households		13,493	14,251	
Median Household Income		\$83,277	\$94,821	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		15,502	57.1%	116
Bank/financial institution: use savings & loan		3,043	11.2%	107
Bank/financial institution: use credit union		7,455	27.5%	121
Bank/financial institution: use fed savings bank		646	2.4%	103
Bank/financial institution: use mutual funds co		1,292	4.8%	146
Bank/financial institution: use Internet Bank		1,450	5.3%	124
Used ATM/cash machine in last 12 months		16,699	61.6%	121
Banked in person in last 12 months		16,006	59.0%	114
Banked by mail in last 12 months		1,787	6.6%	123
Banked by phone in last 12 months		4,571	16.9%	112
Did banking over the Internet in last 12 months		10,137	37.4%	137
Used direct deposit of paycheck in last 12 months		12,705	46.8%	121
Have interest checking account		11,123	41.0%	127
Have non-interest checking account		8,000	29.5%	111
Have money market account		4,881	18.0%	146
Have savings account		12,184	44.9%	124
Have 401K retirement savings		7,125	26.3%	148
Have IRA retirement savings		5,995	22.1%	147
Have auto loan for new car		4,125	15.2%	132
Have personal loan for education only		1,312	4.8%	119
Have personal loan-not for education		798	2.9%	117
Have home mortgage (1st)		7,941	29.3%	152
Have 2nd mortgage (equity loan)		2,718	10.0%	159
Have home equity line of credit		2,527	9.3%	155
Have personal line of credit		1,497	5.5%	122
Have overdraft protection		4,920	18.1%	136
Own any securities investment		9,039	33.3%	133
Own annuities		1,023	3.8%	124
Own certificate of deposit (6 months or less)		1,139	4.2%	119
Own certificate of deposit (more than 6 months)		1,801	6.6%	119
Own common/preferred stock in company you work for		1,315	4.8%	161
Own common stock in company you don't work for		2,553	9.4%	149
Own insured money market account (bank)		798	2.9%	143
Own shares in money market fund		2,728	10.1%	152
Own shares in mutual fund (bonds)		2,371	8.7%	147
Own shares in mutual fund (stock)		3,989	14.7%	156
Own any stock		3,697	13.6%	148
Own stock with market value <\$10000		1,088	4.0%	129
Own stock with market value \$10000-49999		940	3.5%	138
Own stock with market value \$50000+		1,124	4.1%	166

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Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	2,420		8.9%	130
Used financial planning counsel in last 12 months	3,081		11.4%	145
Used full service brokerage firm in last 12 months	2,444		9.0%	145
Own any credit/debit card (in own name)	22,642		83.5%	113
Own American Express card (in own name)	5,014		18.5%	149
Own Discover card (in own name)	3,827		14.1%	126
Own MasterCard (in own name)	11,192		41.3%	121
Own Visa (in own name)	15,818		58.3%	119
Own any department store credit card (in own name)	10,117		37.3%	120
Avg monthly credit card expenditures: <\$111	3,848		14.2%	102
Avg monthly credit card expenditures: \$111-225	2,282		8.4%	108
Avg monthly credit card expenditures: \$226-450	2,231		8.2%	110
Avg monthly credit card expenditures: \$451-700	2,092		7.7%	121
Avg monthly credit card expenditures: \$701+	5,632		20.8%	155

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925
Longitude: -84.2566

Demographic Summary		2010	2015	
Population		92,547	97,116	
Population 18+		67,469	71,111	
Households		33,994	35,739	
Median Household Income		\$75,984	\$84,764	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Bank/financial institution: use full service bank		37,698	55.9%	113
Bank/financial institution: use savings & loan		7,592	11.3%	108
Bank/financial institution: use credit union		18,120	26.9%	119
Bank/financial institution: use fed savings bank		1,588	2.4%	102
Bank/financial institution: use mutual funds co		3,035	4.5%	138
Bank/financial institution: use Internet Bank		3,532	5.2%	121
Used ATM/cash machine in last 12 months		40,465	60.0%	118
Banked in person in last 12 months		39,003	57.8%	111
Banked by mail in last 12 months		4,341	6.4%	120
Banked by phone in last 12 months		11,213	16.6%	111
Did banking over the Internet in last 12 months		23,840	35.3%	129
Used direct deposit of paycheck in last 12 months		30,890	45.8%	119
Have interest checking account		26,682	39.5%	123
Have non-interest checking account		19,585	29.0%	109
Have money market account		11,614	17.2%	140
Have savings account		29,295	43.4%	119
Have 401K retirement savings		16,401	24.3%	137
Have IRA retirement savings		13,859	20.5%	136
Have auto loan for new car		9,541	14.1%	123
Have personal loan for education only		3,192	4.7%	117
Have personal loan-not for education		1,758	2.6%	104
Have home mortgage (1st)		18,215	27.0%	140
Have 2nd mortgage (equity loan)		6,159	9.1%	145
Have home equity line of credit		5,810	8.6%	143
Have personal line of credit		3,592	5.3%	118
Have overdraft protection		11,485	17.0%	128
Own any securities investment		21,329	31.6%	127
Own annuities		2,548	3.8%	124
Own certificate of deposit (6 months or less)		2,835	4.2%	120
Own certificate of deposit (more than 6 months)		4,435	6.6%	118
Own common/preferred stock in company you work for		2,954	4.4%	145
Own common stock in company you don't work for		6,016	8.9%	141
Own insured money market account (bank)		1,897	2.8%	136
Own shares in money market fund		6,388	9.5%	143
Own shares in mutual fund (bonds)		5,561	8.2%	139
Own shares in mutual fund (stock)		9,018	13.4%	142
Own any stock		8,591	12.7%	139
Own stock with market value <\$10000		2,543	3.8%	121
Own stock with market value \$10000-49999		2,261	3.4%	134
Own stock with market value \$50000+		2,515	3.7%	149

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Investments Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		Percent	MPI
	Adults			
Own U.S. savings bond	5,700		8.4%	123
Used financial planning counsel in last 12 months	7,085		10.5%	134
Used full service brokerage firm in last 12 months	5,757		8.5%	138
Own any credit/debit card (in own name)	55,522		82.3%	111
Own American Express card (in own name)	11,531		17.1%	138
Own Discover card (in own name)	8,999		13.3%	119
Own MasterCard (in own name)	27,230		40.4%	118
Own Visa (in own name)	38,497		57.1%	116
Own any department store credit card (in own name)	24,675		36.6%	118
Avg monthly credit card expenditures: <\$111	9,386		13.9%	100
Avg monthly credit card expenditures: \$111-225	5,456		8.1%	104
Avg monthly credit card expenditures: \$226-450	5,534		8.2%	110
Avg monthly credit card expenditures: \$451-700	5,101		7.6%	119
Avg monthly credit card expenditures: \$701+	12,993		19.3%	144

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		3,474	3,773
Population 18+		2,401	2,612
Households		1,153	1,259
Median Household Income		\$110,254	\$122,268
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	693	60.1%	116
HH owns any bird	28	2.4%	84
HH owns any cat	284	24.6%	102
HH owns any dog	524	45.4%	120
HH owns 1 cat	149	12.9%	101
HH owns 2+ cats	135	11.7%	101
HH owns 1 dog	326	28.3%	121
HH owns 2+ dogs	198	17.2%	117
HH used canned cat food in last 6 months	125	10.8%	93
HH used <4 cans of cat food in last 7 days	42	3.6%	84
HH used 8+ cans of cat food in last 7 days	32	2.8%	77
HH used packaged dry cat food in last 6 months	272	23.6%	102
HH used <5 pounds of packaged dry cat food last mo	97	8.4%	103
HH used 11+ pounds of packaged dry cat food last mo	74	6.4%	89
HH used cat treats in last 6 months	112	9.7%	95
HH used cat litter in last 6 months	255	22.1%	108
HH used canned dog food in last 6 months	158	13.7%	103
HH used packaged dry dog food in last 6 months	510	44.2%	122
HH used <10 pounds of pkgd dry dog food last month	213	18.5%	111
HH used 25+ pounds of pkgd dry dog food last month	159	13.8%	125
HH used dog biscuits/treats in last 6 months	418	36.3%	122
HH used <2 packages of dog biscuits/treats last mo	221	19.2%	129
HH used 4+ packages of dog biscuits/treats last mo	64	5.6%	100
HH used flea/tick care prod for cat/dog last 12 mo	405	35.1%	103
HH member took pet to vet in last 12 mo: 1 time	172	14.9%	118
HH member took pet to vet in last 12 mo: 2 times	155	13.4%	122
HH member took pet to vet in last 12 mo: 3 times	78	6.8%	120
HH member took pet to vet in last 12 mo: 4 times	61	5.3%	128
HH member took pet to vet in last 12 mo: 5+ times	85	7.4%	132
Bought pet food from vet in last 12 months	69	6.0%	117
Bought flea control product from vet in last 12 mo	182	15.8%	118

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Population 18+		27,126	28,651
Households		13,493	14,251
Median Household Income		\$83,277	\$94,821
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	8,021	59.4%	115
HH owns any bird	350	2.6%	89
HH owns any cat	3,546	26.3%	109
HH owns any dog	6,053	44.9%	118
HH owns 1 cat	1,858	13.8%	108
HH owns 2+ cats	1,686	12.5%	108
HH owns 1 dog	3,782	28.0%	119
HH owns 2+ dogs	2,270	16.8%	115
HH used canned cat food in last 6 months	1,633	12.1%	104
HH used <4 cans of cat food in last 7 days	588	4.4%	100
HH used 8+ cans of cat food in last 7 days	470	3.5%	97
HH used packaged dry cat food in last 6 months	3,415	25.3%	109
HH used <5 pounds of packaged dry cat food last mo	1,219	9.0%	111
HH used 11+ pounds of packaged dry cat food last mo	959	7.1%	99
HH used cat treats in last 6 months	1,467	10.9%	106
HH used cat litter in last 6 months	3,085	22.9%	112
HH used canned dog food in last 6 months	1,874	13.9%	105
HH used packaged dry dog food in last 6 months	5,835	43.2%	119
HH used <10 pounds of pkgd dry dog food last month	2,512	18.6%	112
HH used 25+ pounds of pkgd dry dog food last month	1,808	13.4%	122
HH used dog biscuits/treats in last 6 months	4,803	35.6%	120
HH used <2 packages of dog biscuits/treats last mo	2,515	18.6%	126
HH used 4+ packages of dog biscuits/treats last mo	790	5.9%	106
HH used flea/tick care prod for cat/dog last 12 mo	5,053	37.4%	110
HH member took pet to vet in last 12 mo: 1 time	1,995	14.8%	117
HH member took pet to vet in last 12 mo: 2 times	1,733	12.8%	116
HH member took pet to vet in last 12 mo: 3 times	904	6.7%	119
HH member took pet to vet in last 12 mo: 4 times	648	4.8%	116
HH member took pet to vet in last 12 mo: 5+ times	979	7.3%	130
Bought pet food from vet in last 12 months	794	5.9%	115
Bought flea control product from vet in last 12 mo	2,197	16.3%	122

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Pets and Products Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		92,547	97,116
Population 18+		67,469	71,111
Households		33,994	35,739
Median Household Income		\$75,984	\$84,764
Product/Consumer Behavior	Expected Number of Households	Percent	MPI
HH owns any pet	19,539	57.5%	111
HH owns any bird	915	2.7%	93
HH owns any cat	8,683	25.5%	106
HH owns any dog	14,588	42.9%	113
HH owns 1 cat	4,595	13.5%	106
HH owns 2+ cats	4,087	12.0%	104
HH owns 1 dog	9,210	27.1%	115
HH owns 2+ dogs	5,377	15.8%	108
HH used canned cat food in last 6 months	4,061	11.9%	103
HH used <4 cans of cat food in last 7 days	1,490	4.4%	101
HH used 8+ cans of cat food in last 7 days	1,183	3.5%	97
HH used packaged dry cat food in last 6 months	8,400	24.7%	106
HH used <5 pounds of packaged dry cat food last mo	3,079	9.1%	111
HH used 11+ pounds of packaged dry cat food last mo	2,318	6.8%	95
HH used cat treats in last 6 months	3,606	10.6%	103
HH used cat litter in last 6 months	7,599	22.4%	109
HH used canned dog food in last 6 months	4,704	13.8%	105
HH used packaged dry dog food in last 6 months	14,069	41.4%	114
HH used <10 pounds of pkgd dry dog food last month	6,176	18.2%	109
HH used 25+ pounds of pkgd dry dog food last month	4,301	12.7%	115
HH used dog biscuits/treats in last 6 months	11,614	34.2%	115
HH used <2 packages of dog biscuits/treats last mo	6,018	17.7%	120
HH used 4+ packages of dog biscuits/treats last mo	1,945	5.7%	103
HH used flea/tick care prod for cat/dog last 12 mo	12,491	36.7%	108
HH member took pet to vet in last 12 mo: 1 time	4,945	14.5%	115
HH member took pet to vet in last 12 mo: 2 times	4,203	12.4%	112
HH member took pet to vet in last 12 mo: 3 times	2,053	6.0%	107
HH member took pet to vet in last 12 mo: 4 times	1,574	4.6%	112
HH member took pet to vet in last 12 mo: 5+ times	2,314	6.8%	122
Bought pet food from vet in last 12 months	1,918	5.6%	110
Bought flea control product from vet in last 12 mo	5,328	15.7%	118

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March 27, 2012

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Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Demographic Summary		2010	2015	
Population		3,474	3,773	
Population 18+		2,401	2,612	
Households		1,153	1,259	
Median Household Income		\$110,254	\$122,268	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Exercise at home 2+ times per week		877	36.5%	122
Exercise at club 2+ times per week		495	20.6%	168
Exercise at other facility (not club) 2+ times/wk		235	9.8%	121
Own stationary bicycle		176	7.3%	130
Own treadmill		360	15.0%	153
Own weight lifting equipment		470	19.6%	151
Presently controlling diet		1,113	46.4%	112
Diet control for blood sugar level		155	6.5%	88
Diet control for cholesterol level		230	9.6%	95
Diet control to maintain weight		336	14.0%	125
Diet control for physical fitness		345	14.4%	144
Diet control for salt restriction		52	2.2%	65
Diet control for weight loss		422	17.6%	124
Used doctor's care/diet for diet method		50	2.1%	69
Used exercise program for diet method		276	11.5%	135
Used Weight Watchers as diet method		89	3.7%	122
Buy foods specifically labeled as fat-free		479	20.0%	114
Buy foods specifically labeled as high fiber		365	15.2%	133
Buy foods specifically labeled as high protein		170	7.1%	129
Buy foods specifically labeled as lactose-free		44	1.8%	99
Buy foods specifically labeled as low-calorie		317	13.2%	122
Buy foods specifically labeled as low-carb		207	8.6%	112
Buy foods specifically labeled as low-cholesterol		216	9.0%	109
Buy foods specifically labeled as low-fat		401	16.7%	126
Buy foods specifically labeled as low-sodium		230	9.6%	106
Buy foods specifically labeled as natural/organic		257	10.7%	127
Buy foods specifically labeled as sugar-free		367	15.3%	115
Used butter alternatives in last 6 months		71	3.0%	71
Used egg alternatives in last 6 months		333	13.9%	97
Used salt alternatives in last 6 months		612	25.5%	91
Drank meal/dietary supplement in last 6 months		169	7.0%	96
Used nutrition/energy bar in last 6 months		492	20.5%	145
Drank sports drink/thirst quencher in last 6 mo		812	33.8%	106
Used vitamin/dietary supplement in last 6 months		1,333	55.5%	114
Vitamin/dietary suppl used/6 mo: antioxidant		75	3.1%	107
Vitamin/dietary suppl used/6 mo: B complex		160	6.7%	137
Vitamin/dietary suppl used/6 mo: B complex+C		48	2.0%	103
Vitamin/dietary suppl used/6 mo: B-6		45	1.9%	92
Vitamin/dietary suppl used/6 mo: B-12		109	4.5%	80
Vitamin/dietary suppl used/6 mo: C		242	10.1%	120
Vitamin/dietary suppl used/6 mo: calcium		286	11.9%	111

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Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	125	5.2%	106
Vitamin/dietary suppl used/6 mo: E	142	5.9%	119
Vitamin/dietary suppl used/6 mo: garlic	37	1.5%	90
Vitamin/dietary suppl used/6 mo: glucosamine	144	6.0%	130
Vitamin/dietary suppl used/6 mo: multiple formula	374	15.6%	133
Vitamin/dietary suppl used/6 mo: multiple w/iron	139	5.8%	134
Vitamin/dietary suppl used/6 mo: mult w/minerals	180	7.5%	126
Vitamin/dietary suppl used/6 mo: zinc	63	2.6%	114
Vitamin/dietary suppl/6 mo: Caltrate 600	53	2.2%	83
Vitamin/dietary suppl/6 mo: Centrum	155	6.5%	111
Vitamin/dietary suppl/6 mo: Nature Made	192	8.0%	136
Visited doctor in last 12 months	2,022	84.2%	108
Visited doctor in last 12 months: 1-3 times	813	33.9%	100
Visited doctor in last 12 months: 4-7 times	615	25.6%	115
Visited doctor in last 12 months: 8+ times	594	24.7%	115
Visited doctor in last 12 mo: allergist	63	2.6%	110
Visited doctor in last 12 mo: cardiologist	149	6.2%	88
Visited doctor in last 12 mo: chiropractor	215	9.0%	120
Visited doctor in last 12 mo: dentist	1,179	49.1%	130
Visited doctor in last 12 mo: dermatologist	246	10.2%	144
Visited doctor in last 12 mo: ear/nose/throat	112	4.7%	101
Visited doctor in last 12 mo: eye	552	23.0%	111
Visited doctor in last 12 mo: general/family	1,141	47.5%	112
Visited doctor in last 12 mo: internist	226	9.4%	128
Visited doctor in last 12 mo: physical therapist	120	5.0%	110
Visited doctor in last 12 mo: podiatrist	76	3.2%	94
Visited doctor in last 12 mo: urologist	106	4.4%	114
Visited nurse practitioner in last 12 months	90	3.7%	89
Wear regular/sun/tinted prescription eyeglasses	917	38.2%	111
Wear bi-focals	346	14.4%	91
Wear disposable contact lenses	203	8.5%	130
Wear soft contact lenses	257	10.7%	122
Spent on contact lenses in last 12 mo: <\$100	62	2.6%	93
Spent on contact lenses in last 12 mo: \$100-199	114	4.7%	127
Spent on contact lenses in last 12 mo: \$200+	95	4.0%	131
Bought prescription eyewear: discount optical ctr	197	8.2%	103
Bought prescription eyewear: from eye doctor	636	26.5%	103
Bought prescription eyewear: retail optical chain	341	14.2%	128
Used prescription drug for allergy/hay fever	211	8.8%	125
Used prescription drug for anxiety/panic	95	4.0%	97
Used prescription drug for arthritis/rheumatism	36	1.5%	57
Used prescription drug for asthma	92	3.8%	94
Used prescription drug for backache/back pain	157	6.5%	89
Used prescription drug for depression	127	5.3%	90
Used prescr drug for diabetes (insulin dependent)	35	1.5%	74
Used prescr drug for diabetes (non-insulin)	58	2.4%	65
Used prescription drug for eczema/skin itch/rash	52	2.2%	104

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	130	5.4%	82
Used prescription drug for high blood pressure	259	10.8%	87
Used prescription drug for high cholesterol	222	9.2%	106
Used prescription drug for migraine headache	80	3.3%	90
Used prescription drug for sinus congest./headache	126	5.2%	108
Used prescription drug for urinary tract infection	63	2.6%	84
Used last 6 mo: adhesive bandages	1,408	58.6%	106
Used last 6 mo: athlete's foot/foot care product	288	12.0%	86
Used last 6 mo: cold/sinus/allergy med (nonprescr)	1,228	51.1%	107
Used last 6 mo: children's cold tablets/liquids	426	17.7%	118
Used last 6 mo: contact lens cleaning solution	393	16.4%	134
Used last 6 mo: cotton swabs	1,263	52.6%	110
Used last 6 mo: cough/sore throat drops (nonprescr)	1,095	45.6%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	792	33.0%	96
Used last 6 mo: children's cough syrup	379	15.8%	111
Used last 6 mo: diarrhea remedy	327	13.6%	83
Used last 6 mo: eye wash and drops	751	31.3%	103
Used last 6 mo: headache/pain reliever (nonprescr)	2,115	88.1%	105
Used last 6 mo: hemorrhoid remedy	208	8.7%	97
Used last 6 mo: indigestion/upset stomach remedy	1,079	44.9%	100
Used last 6 mo: lactose intolerance product	87	3.6%	103
Used last 6 mo: laxative/fiber supplement	309	12.9%	93
Used last 6 mo: medicated skin ointment	849	35.4%	112
Used last 6 mo: medicated throat remedy	215	9.0%	78
Used last 6 mo: nasal spray	444	18.5%	116
Used last 6 mo: pain reliever/fever reducer (kids)	634	26.4%	119
Used last 6 mo: pain relieving rub/liquid/patch	533	22.2%	88
Used last 6 mo: sleeping tablets (nonprescription)	115	4.8%	89
Used last 12 mo: sunburn remedy	409	17.0%	110
Used last 12 mo: suntan/sunscreen product	1,272	53.0%	138
Used last 12 mo: SPF 15+ suntan/sunscreen product	1,048	43.6%	145
Used last 6 mo: toothache/gum/canker sore remedy	336	14.0%	83
Used last 6 mo: vitamins for children	484	20.2%	137
Used body powder in last 6 months	510	21.2%	76
Used body powder <3 times in last 7 days	202	8.4%	71
Used body powder 8+ times in last 7 days	32	1.3%	61
Used body wash/shower gel in last 6 months	1,184	49.3%	95
Used breath freshener in last 6 months	1,067	44.4%	95
Used complexion care product in last 6 months	1,233	51.4%	109
Used complexion care product <7 times last week	299	12.5%	91
Used complexion care product 11+ times last week	491	20.5%	123
Used complexion care prod: dry facial skin type	158	6.6%	90
Used complexion care prod: normal facial skin type	410	17.1%	112
Used complexion care prod: oily facial skin type	142	5.9%	98
Used dental floss in last 6 months	1,833	76.3%	122

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	421	17.5%	87
Used denture adhesive/fixative in last 6 months	70	2.9%	46
Used denture cleaner in last 6 months	132	5.5%	50
Used deodorant/antiperspirant in last 6 months	2,252	93.8%	101
Used deodorant/antiperspirant <8 times last week	1,742	72.6%	106
Used deodorant/antiperspirant 15+ times last week	87	3.6%	60
Used disposable razor in last 6 months	1,219	50.8%	97
Used electric shaver in last 6 months	459	19.1%	101
Used hair coloring product (at home) last 6 months	422	17.6%	88
Used hair conditioner (at home) in last 6 months	1,494	62.2%	100
Used hair conditioning treatment (at home)/6 mo	495	20.6%	88
Used hair growth product in last 6 months	59	2.5%	107
Used hair mousse in last 6 months	437	18.2%	105
Used hair spray (at home) in last 6 months	936	39.0%	108
Used hair styling gel/lotion in last 6 months	753	31.4%	117
Used hand & body cream/lotion/oil in last 6 months	1,786	74.4%	102
Used hand & body cream/lotion/oil <5 times last wk	516	21.5%	100
Used hand & body cream/lotion/oil 9+ times last wk	624	26.0%	105
Used hand & body cream in last 6 months	435	18.1%	103
Used hand & body lotion in last 6 months	1,242	51.7%	105
Used hand & body oil in last 6 months	103	4.3%	83
Used lip care in last 6 months	1,501	62.5%	105
Used liquid soap/hand sanitizer in last 6 months	2,014	83.9%	109
Used mouthwash in last 6 months	1,528	63.6%	96
Used mouthwash <4 times in last 7 days	487	20.3%	94
Used mouthwash 8+ times in last 7 days	328	13.7%	86
Used shampoo (at home) in last 6 months	2,253	93.8%	102
Used shampoo plus conditioner prod (at home)/6 mo	357	14.9%	77
Used shaving cream/gel in last 6 months	1,292	53.8%	103
Used personal care soap (bar) in last 6 months	1,953	81.3%	97
Used personal care soap for antibacterial purpose	434	18.1%	94
Used personal care soap for complexion	173	7.2%	105
Used personal care soap for deodorant	432	18.0%	111
Use personal care soap for moisturizing	492	20.5%	95
Bought toothbrush in last 6 months	2,042	85.0%	100
Bought electric toothbrush in last 6 months	217	9.0%	135
Used toothpaste in last 6 months	2,342	97.5%	102
Used toothpaste <8 times in last 7 days	661	27.5%	86
Used toothpaste 15+ times in last 7 days	383	16.0%	98
Used toothpaste with baking soda in last 6 months	231	9.6%	84
Used toothpaste (gel) in last 6 months	770	32.1%	115
Used toothpaste (paste) in last 6 months	1,197	49.9%	103
Used whitening toothpaste in last 6 months	902	37.6%	108
Used tooth whitener (not toothpaste) last 6 months	304	12.7%	119
Had professional manicure/pedicure last 6 months	561	23.4%	136
Had professional facial/massage last 6 months	363	15.1%	161
Spent \$100+ at barber shops in last 6 months	185	7.7%	144
Spent \$100+ at beauty parlors in last 6 months	605	25.2%	159

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Population 18+		27,126	28,651
Households		13,493	14,251
Median Household Income		\$83,277	\$94,821
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	9,440	34.8%	116
Exercise at club 2+ times per week	4,632	17.1%	139
Exercise at other facility (not club) 2+ times/wk	2,534	9.3%	116
Own stationary bicycle	1,901	7.0%	124
Own treadmill	3,850	14.2%	145
Own weight lifting equipment	4,839	17.8%	138
Presently controlling diet	12,348	45.5%	110
Diet control for blood sugar level	1,852	6.8%	93
Diet control for cholesterol level	2,745	10.1%	100
Diet control to maintain weight	3,616	13.3%	119
Diet control for physical fitness	3,502	12.9%	129
Diet control for salt restriction	686	2.5%	76
Diet control for weight loss	4,666	17.2%	121
Used doctor's care/diet for diet method	651	2.4%	80
Used exercise program for diet method	2,953	10.9%	128
Used Weight Watchers as diet method	995	3.7%	120
Buy foods specifically labeled as fat-free	5,307	19.6%	112
Buy foods specifically labeled as high fiber	3,852	14.2%	124
Buy foods specifically labeled as high protein	1,737	6.4%	117
Buy foods specifically labeled as lactose-free	477	1.8%	95
Buy foods specifically labeled as low-calorie	3,485	12.8%	119
Buy foods specifically labeled as low-carb	2,419	8.9%	116
Buy foods specifically labeled as low-cholesterol	2,292	8.4%	102
Buy foods specifically labeled as low-fat	4,323	15.9%	120
Buy foods specifically labeled as low-sodium	2,607	9.6%	107
Buy foods specifically labeled as natural/organic	2,923	10.8%	128
Buy foods specifically labeled as sugar-free	3,989	14.7%	110
Used butter alternatives in last 6 months	940	3.5%	83
Used egg alternatives in last 6 months	3,811	14.0%	99
Used salt alternatives in last 6 months	7,186	26.5%	95
Drank meal/dietary supplement in last 6 months	1,902	7.0%	96
Used nutrition/energy bar in last 6 months	4,918	18.1%	128
Drank sports drink/thirst quencher in last 6 mo	8,731	32.2%	101
Used vitamin/dietary supplement in last 6 months	14,531	53.6%	110
Vitamin/dietary suppl used/6 mo: antioxidant	836	3.1%	106
Vitamin/dietary suppl used/6 mo: B complex	1,518	5.6%	115
Vitamin/dietary suppl used/6 mo: B complex+C	477	1.8%	91
Vitamin/dietary suppl used/6 mo: B-6	513	1.9%	93
Vitamin/dietary suppl used/6 mo: B-12	1,365	5.0%	89
Vitamin/dietary suppl used/6 mo: C	2,589	9.5%	114
Vitamin/dietary suppl used/6 mo: calcium	3,182	11.7%	109

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Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	1,341	4.9%	100
Vitamin/dietary suppl used/6 mo: E	1,472	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	413	1.5%	89
Vitamin/dietary suppl used/6 mo: glucosamine	1,474	5.4%	118
Vitamin/dietary suppl used/6 mo: multiple formula	4,013	14.8%	126
Vitamin/dietary suppl used/6 mo: multiple w/iron	1,329	4.9%	113
Vitamin/dietary suppl used/6 mo: mult w/minerals	1,934	7.1%	120
Vitamin/dietary suppl used/6 mo: zinc	643	2.4%	103
Vitamin/dietary suppl/6 mo: Caltrate 600	685	2.5%	95
Vitamin/dietary suppl/6 mo: Centrum	1,677	6.2%	106
Vitamin/dietary suppl/6 mo: Nature Made	1,896	7.0%	119
Visited doctor in last 12 months	22,311	82.3%	106
Visited doctor in last 12 months: 1-3 times	9,201	33.9%	100
Visited doctor in last 12 months: 4-7 times	6,662	24.6%	110
Visited doctor in last 12 months: 8+ times	6,448	23.8%	110
Visited doctor in last 12 mo: allergist	669	2.5%	103
Visited doctor in last 12 mo: cardiologist	1,765	6.5%	92
Visited doctor in last 12 mo: chiropractor	2,275	8.4%	113
Visited doctor in last 12 mo: dentist	12,251	45.2%	119
Visited doctor in last 12 mo: dermatologist	2,468	9.1%	127
Visited doctor in last 12 mo: ear/nose/throat	1,257	4.6%	101
Visited doctor in last 12 mo: eye	6,021	22.2%	107
Visited doctor in last 12 mo: general/family	12,548	46.3%	109
Visited doctor in last 12 mo: internist	2,363	8.7%	119
Visited doctor in last 12 mo: physical therapist	1,312	4.8%	107
Visited doctor in last 12 mo: podiatrist	843	3.1%	92
Visited doctor in last 12 mo: urologist	1,138	4.2%	109
Visited nurse practitioner in last 12 months	1,067	3.9%	94
Wear regular/sun/tinted prescription eyeglasses	10,084	37.2%	108
Wear bi-focals	4,245	15.6%	99
Wear disposable contact lenses	2,135	7.9%	121
Wear soft contact lenses	2,820	10.4%	118
Spent on contact lenses in last 12 mo: <\$100	804	3.0%	106
Spent on contact lenses in last 12 mo: \$100-199	1,181	4.4%	117
Spent on contact lenses in last 12 mo: \$200+	1,059	3.9%	129
Bought prescription eyewear: discount optical ctr	2,270	8.4%	105
Bought prescription eyewear: from eye doctor	7,256	26.7%	104
Bought prescription eyewear: retail optical chain	3,619	13.3%	120
Used prescription drug for allergy/hay fever	2,170	8.0%	114
Used prescription drug for anxiety/panic	1,104	4.1%	100
Used prescription drug for arthritis/rheumatism	499	1.8%	70
Used prescription drug for asthma	1,021	3.8%	92
Used prescription drug for backache/back pain	1,860	6.9%	93
Used prescription drug for depression	1,508	5.6%	94
Used prescr drug for diabetes (insulin dependent)	412	1.5%	77
Used prescr drug for diabetes (non-insulin)	832	3.1%	82
Used prescription drug for eczema/skin itch/rash	597	2.2%	106

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	1,627	6.0%	91
Used prescription drug for high blood pressure	3,202	11.8%	95
Used prescription drug for high cholesterol	2,522	9.3%	107
Used prescription drug for migraine headache	991	3.7%	99
Used prescription drug for sinus congest./headache	1,387	5.1%	105
Used prescription drug for urinary tract infection	778	2.9%	92
Used last 6 mo: adhesive bandages	15,762	58.1%	105
Used last 6 mo: athlete's foot/foot care product	3,330	12.3%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	13,566	50.0%	105
Used last 6 mo: children's cold tablets/liquids	4,424	16.3%	108
Used last 6 mo: contact lens cleaning solution	4,135	15.2%	125
Used last 6 mo: cotton swabs	14,115	52.0%	108
Used last 6 mo: cough/sore throat drops (nonprescr)	12,404	45.7%	96
Used last 6 mo: cough syrup/suppressant (nonprescr)	8,878	32.7%	96
Used last 6 mo: children's cough syrup	4,015	14.8%	104
Used last 6 mo: diarrhea remedy	3,868	14.3%	87
Used last 6 mo: eye wash and drops	8,288	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	23,559	86.9%	103
Used last 6 mo: hemorrhoid remedy	2,451	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	12,270	45.2%	101
Used last 6 mo: lactose intolerance product	908	3.3%	95
Used last 6 mo: laxative/fiber supplement	3,577	13.2%	95
Used last 6 mo: medicated skin ointment	9,206	33.9%	108
Used last 6 mo: medicated throat remedy	2,667	9.8%	86
Used last 6 mo: nasal spray	4,717	17.4%	109
Used last 6 mo: pain reliever/fever reducer (kids)	6,637	24.5%	110
Used last 6 mo: pain relieving rub/liquid/patch	6,266	23.1%	92
Used last 6 mo: sleeping tablets (nonprescription)	1,445	5.3%	99
Used last 12 mo: sunburn remedy	4,494	16.6%	107
Used last 12 mo: suntan/sunscreen product	13,242	48.8%	127
Used last 12 mo: SPF 15+ suntan/sunscreen product	10,828	39.9%	133
Used last 6 mo: toothache/gum/canker sore remedy	3,988	14.7%	87
Used last 6 mo: vitamins for children	4,802	17.7%	120
Used body powder in last 6 months	6,440	23.7%	85
Used body powder <3 times in last 7 days	2,666	9.8%	83
Used body powder 8+ times in last 7 days	423	1.6%	71
Used body wash/shower gel in last 6 months	13,738	50.6%	98
Used breath freshener in last 6 months	12,346	45.5%	98
Used complexion care product in last 6 months	13,513	49.8%	105
Used complexion care product <7 times last week	3,506	12.9%	94
Used complexion care product 11+ times last week	5,139	18.9%	114
Used complexion care prod: dry facial skin type	1,899	7.0%	96
Used complexion care prod: normal facial skin type	4,579	16.9%	111
Used complexion care prod: oily facial skin type	1,522	5.6%	93
Used dental floss in last 6 months	19,324	71.2%	114

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	5,054	18.6%	92
Used denture adhesive/fixative in last 6 months	1,061	3.9%	62
Used denture cleaner in last 6 months	1,909	7.0%	64
Used deodorant/antiperspirant in last 6 months	25,482	93.9%	101
Used deodorant/antiperspirant <8 times last week	19,268	71.0%	103
Used deodorant/antiperspirant 15+ times last week	1,261	4.6%	77
Used disposable razor in last 6 months	13,883	51.2%	98
Used electric shaver in last 6 months	5,120	18.9%	100
Used hair coloring product (at home) last 6 months	5,040	18.6%	93
Used hair conditioner (at home) in last 6 months	16,897	62.3%	100
Used hair conditioning treatment (at home)/6 mo	5,760	21.2%	90
Used hair growth product in last 6 months	610	2.2%	98
Used hair mousse in last 6 months	4,890	18.0%	104
Used hair spray (at home) in last 6 months	10,368	38.2%	106
Used hair styling gel/lotion in last 6 months	7,961	29.3%	109
Used hand & body cream/lotion/oil in last 6 months	19,809	73.0%	101
Used hand & body cream/lotion/oil <5 times last wk	5,747	21.2%	99
Used hand & body cream/lotion/oil 9+ times last wk	6,750	24.9%	100
Used hand & body cream in last 6 months	4,834	17.8%	101
Used hand & body lotion in last 6 months	13,566	50.0%	102
Used hand & body oil in last 6 months	1,227	4.5%	87
Used lip care in last 6 months	16,631	61.3%	103
Used liquid soap/hand sanitizer in last 6 months	22,090	81.4%	106
Used mouthwash in last 6 months	17,553	64.7%	98
Used mouthwash <4 times in last 7 days	5,866	21.6%	101
Used mouthwash 8+ times in last 7 days	3,844	14.2%	90
Used shampoo (at home) in last 6 months	25,383	93.6%	101
Used shampoo plus conditioner prod (at home)/6 mo	4,303	15.9%	82
Used shaving cream/gel in last 6 months	14,670	54.1%	103
Used personal care soap (bar) in last 6 months	22,263	82.1%	98
Used personal care soap for antibacterial purpose	4,986	18.4%	96
Used personal care soap for complexion	1,888	7.0%	101
Used personal care soap for deodorant	4,862	17.9%	111
Use personal care soap for moisturizing	5,704	21.0%	97
Bought toothbrush in last 6 months	23,212	85.6%	100
Bought electric toothbrush in last 6 months	2,261	8.3%	125
Used toothpaste in last 6 months	26,252	96.8%	101
Used toothpaste <8 times in last 7 days	7,978	29.4%	91
Used toothpaste 15+ times in last 7 days	4,393	16.2%	100
Used toothpaste with baking soda in last 6 months	2,733	10.1%	88
Used toothpaste (gel) in last 6 months	8,437	31.1%	112
Used toothpaste (paste) in last 6 months	13,577	50.1%	104
Used whitening toothpaste in last 6 months	10,299	38.0%	109
Used tooth whitener (not toothpaste) last 6 months	3,193	11.8%	111
Had professional manicure/pedicure last 6 months	5,526	20.4%	119
Had professional facial/massage last 6 months	3,409	12.6%	134
Spent \$100+ at barber shops in last 6 months	1,783	6.6%	123
Spent \$100+ at beauty parlors in last 6 months	6,076	22.4%	141

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		92,547	97,116
Population 18+		67,469	71,111
Households		33,994	35,739
Median Household Income		\$75,984	\$84,764
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Exercise at home 2+ times per week	22,989	34.1%	113
Exercise at club 2+ times per week	10,785	16.0%	130
Exercise at other facility (not club) 2+ times/wk	6,256	9.3%	115
Own stationary bicycle	4,562	6.8%	120
Own treadmill	8,793	13.0%	133
Own weight lifting equipment	11,428	16.9%	131
Presently controlling diet	30,087	44.6%	108
Diet control for blood sugar level	4,497	6.7%	91
Diet control for cholesterol level	7,001	10.4%	102
Diet control to maintain weight	8,546	12.7%	113
Diet control for physical fitness	8,167	12.1%	121
Diet control for salt restriction	1,887	2.8%	84
Diet control for weight loss	11,358	16.8%	119
Used doctor's care/diet for diet method	1,631	2.4%	80
Used exercise program for diet method	7,049	10.4%	123
Used Weight Watchers as diet method	2,459	3.6%	120
Buy foods specifically labeled as fat-free	13,022	19.3%	110
Buy foods specifically labeled as high fiber	9,400	13.9%	122
Buy foods specifically labeled as high protein	4,261	6.3%	115
Buy foods specifically labeled as lactose-free	1,150	1.7%	92
Buy foods specifically labeled as low-calorie	8,545	12.7%	117
Buy foods specifically labeled as low-carb	5,840	8.7%	112
Buy foods specifically labeled as low-cholesterol	5,712	8.5%	102
Buy foods specifically labeled as low-fat	10,564	15.7%	118
Buy foods specifically labeled as low-sodium	6,603	9.8%	109
Buy foods specifically labeled as natural/organic	7,063	10.5%	124
Buy foods specifically labeled as sugar-free	9,729	14.4%	108
Used butter alternatives in last 6 months	2,433	3.6%	86
Used egg alternatives in last 6 months	9,565	14.2%	100
Used salt alternatives in last 6 months	17,905	26.5%	95
Drank meal/dietary supplement in last 6 months	4,790	7.1%	97
Used nutrition/energy bar in last 6 months	11,415	16.9%	120
Drank sports drink/thirst quencher in last 6 mo	21,366	31.7%	99
Used vitamin/dietary supplement in last 6 months	35,544	52.7%	109
Vitamin/dietary suppl used/6 mo: antioxidant	1,995	3.0%	102
Vitamin/dietary suppl used/6 mo: B complex	3,687	5.5%	112
Vitamin/dietary suppl used/6 mo: B complex+C	1,140	1.7%	87
Vitamin/dietary suppl used/6 mo: B-6	1,316	2.0%	96
Vitamin/dietary suppl used/6 mo: B-12	3,537	5.2%	93
Vitamin/dietary suppl used/6 mo: C	6,351	9.4%	112
Vitamin/dietary suppl used/6 mo: calcium	7,875	11.7%	108

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March 27, 2012

Made with Esri Business Analyst



Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Vitamin/dietary suppl used/6 mo: D	3,445	5.1%	104
Vitamin/dietary suppl used/6 mo: E	3,659	5.4%	109
Vitamin/dietary suppl used/6 mo: garlic	1,069	1.6%	93
Vitamin/dietary suppl used/6 mo: glucosamine	3,620	5.4%	116
Vitamin/dietary suppl used/6 mo: multiple formula	9,591	14.2%	121
Vitamin/dietary suppl used/6 mo: multiple w/iron	3,139	4.7%	108
Vitamin/dietary suppl used/6 mo: mult w/minerals	4,621	6.8%	116
Vitamin/dietary suppl used/6 mo: zinc	1,523	2.3%	98
Vitamin/dietary suppl/6 mo: Caltrate 600	1,810	2.7%	101
Vitamin/dietary suppl/6 mo: Centrum	3,979	5.9%	101
Vitamin/dietary suppl/6 mo: Nature Made	4,469	6.6%	113
Visited doctor in last 12 months	55,079	81.6%	105
Visited doctor in last 12 months: 1-3 times	22,949	34.0%	100
Visited doctor in last 12 months: 4-7 times	16,391	24.3%	109
Visited doctor in last 12 months: 8+ times	15,738	23.3%	108
Visited doctor in last 12 mo: allergist	1,699	2.5%	105
Visited doctor in last 12 mo: cardiologist	4,615	6.8%	97
Visited doctor in last 12 mo: chiropractor	5,417	8.0%	108
Visited doctor in last 12 mo: dentist	29,548	43.8%	116
Visited doctor in last 12 mo: dermatologist	5,932	8.8%	123
Visited doctor in last 12 mo: ear/nose/throat	3,074	4.6%	99
Visited doctor in last 12 mo: eye	14,873	22.0%	107
Visited doctor in last 12 mo: general/family	30,708	45.5%	107
Visited doctor in last 12 mo: internist	5,957	8.8%	121
Visited doctor in last 12 mo: physical therapist	3,187	4.7%	104
Visited doctor in last 12 mo: podiatrist	2,267	3.4%	99
Visited doctor in last 12 mo: urologist	2,755	4.1%	106
Visited nurse practitioner in last 12 months	2,663	3.9%	94
Wear regular/sun/tinted prescription eyeglasses	24,928	36.9%	107
Wear bi-focals	10,588	15.7%	100
Wear disposable contact lenses	5,294	7.8%	121
Wear soft contact lenses	6,990	10.4%	118
Spent on contact lenses in last 12 mo: <\$100	1,998	3.0%	106
Spent on contact lenses in last 12 mo: \$100-199	2,876	4.3%	114
Spent on contact lenses in last 12 mo: \$200+	2,610	3.9%	128
Bought prescription eyewear: discount optical ctr	5,628	8.3%	105
Bought prescription eyewear: from eye doctor	18,002	26.7%	104
Bought prescription eyewear: retail optical chain	9,023	13.4%	121
Used prescription drug for allergy/hay fever	5,351	7.9%	113
Used prescription drug for anxiety/panic	2,714	4.0%	98
Used prescription drug for arthritis/rheumatism	1,435	2.1%	81
Used prescription drug for asthma	2,618	3.9%	95
Used prescription drug for backache/back pain	4,620	6.8%	93
Used prescription drug for depression	3,835	5.7%	96
Used prescr drug for diabetes (insulin dependent)	1,059	1.6%	79
Used prescr drug for diabetes (non-insulin)	2,086	3.1%	83
Used prescription drug for eczema/skin itch/rash	1,508	2.2%	107

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Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used prescription drug for heartburn/acid reflux	4,094	6.1%	92
Used prescription drug for high blood pressure	8,141	12.1%	97
Used prescription drug for high cholesterol	6,316	9.4%	108
Used prescription drug for migraine headache	2,507	3.7%	100
Used prescription drug for sinus congest./headache	3,328	4.9%	101
Used prescription drug for urinary tract infection	1,947	2.9%	92
Used last 6 mo: adhesive bandages	38,960	57.7%	104
Used last 6 mo: athlete's foot/foot care product	8,302	12.3%	88
Used last 6 mo: cold/sinus/allergy med (nonprescr)	33,342	49.4%	104
Used last 6 mo: children's cold tablets/liquids	10,772	16.0%	106
Used last 6 mo: contact lens cleaning solution	10,189	15.1%	124
Used last 6 mo: cotton swabs	34,410	51.0%	106
Used last 6 mo: cough/sore throat drops (nonprescr)	31,197	46.2%	98
Used last 6 mo: cough syrup/suppressant (nonprescr)	22,205	32.9%	96
Used last 6 mo: children's cough syrup	9,782	14.5%	102
Used last 6 mo: diarrhea remedy	9,696	14.4%	88
Used last 6 mo: eye wash and drops	20,616	30.6%	100
Used last 6 mo: headache/pain reliever (nonprescr)	58,088	86.1%	103
Used last 6 mo: hemorrhoid remedy	6,082	9.0%	101
Used last 6 mo: indigestion/upset stomach remedy	30,391	45.0%	100
Used last 6 mo: lactose intolerance product	2,184	3.2%	92
Used last 6 mo: laxative/fiber supplement	8,807	13.1%	94
Used last 6 mo: medicated skin ointment	22,317	33.1%	105
Used last 6 mo: medicated throat remedy	6,752	10.0%	87
Used last 6 mo: nasal spray	11,380	16.9%	106
Used last 6 mo: pain reliever/fever reducer (kids)	16,380	24.3%	110
Used last 6 mo: pain relieving rub/liquid/patch	15,741	23.3%	93
Used last 6 mo: sleeping tablets (nonprescription)	3,671	5.4%	101
Used last 12 mo: sunburn remedy	11,057	16.4%	106
Used last 12 mo: suntan/sunscreen product	31,393	46.5%	121
Used last 12 mo: SPF 15+ suntan/sunscreen product	25,513	37.8%	126
Used last 6 mo: toothache/gum/canker sore remedy	10,352	15.3%	91
Used last 6 mo: vitamins for children	11,519	17.1%	116
Used body powder in last 6 months	16,750	24.8%	89
Used body powder <3 times in last 7 days	7,164	10.6%	90
Used body powder 8+ times in last 7 days	1,078	1.6%	73
Used body wash/shower gel in last 6 months	34,523	51.2%	99
Used breath freshener in last 6 months	30,821	45.7%	98
Used complexion care product in last 6 months	33,418	49.5%	105
Used complexion care product <7 times last week	8,885	13.2%	96
Used complexion care product 11+ times last week	12,487	18.5%	111
Used complexion care prod: dry facial skin type	4,856	7.2%	99
Used complexion care prod: normal facial skin type	11,200	16.6%	109
Used complexion care prod: oily facial skin type	3,909	5.8%	96
Used dental floss in last 6 months	46,569	69.0%	111

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Health and Beauty Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Used dental rinse in last 6 months	12,951	19.2%	95
Used denture adhesive/fixative in last 6 months	2,831	4.2%	67
Used denture cleaner in last 6 months	5,299	7.9%	71
Used deodorant/antiperspirant in last 6 months	63,199	93.7%	101
Used deodorant/antiperspirant <8 times last week	47,204	70.0%	102
Used deodorant/antiperspirant 15+ times last week	3,447	5.1%	85
Used disposable razor in last 6 months	34,595	51.3%	98
Used electric shaver in last 6 months	12,621	18.7%	99
Used hair coloring product (at home) last 6 months	12,822	19.0%	95
Used hair conditioner (at home) in last 6 months	42,228	62.6%	101
Used hair conditioning treatment (at home)/6 mo	14,728	21.8%	93
Used hair growth product in last 6 months	1,405	2.1%	91
Used hair mousse in last 6 months	12,201	18.1%	104
Used hair spray (at home) in last 6 months	25,550	37.9%	105
Used hair styling gel/lotion in last 6 months	19,408	28.8%	107
Used hand & body cream/lotion/oil in last 6 months	49,341	73.1%	101
Used hand & body cream/lotion/oil <5 times last wk	14,276	21.2%	99
Used hand & body cream/lotion/oil 9+ times last wk	16,744	24.8%	100
Used hand & body cream in last 6 months	12,105	17.9%	102
Used hand & body lotion in last 6 months	33,713	50.0%	102
Used hand & body oil in last 6 months	3,195	4.7%	91
Used lip care in last 6 months	41,381	61.3%	103
Used liquid soap/hand sanitizer in last 6 months	54,361	80.6%	105
Used mouthwash in last 6 months	43,893	65.1%	99
Used mouthwash <4 times in last 7 days	14,706	21.8%	101
Used mouthwash 8+ times in last 7 days	9,732	14.4%	91
Used shampoo (at home) in last 6 months	62,997	93.4%	101
Used shampoo plus conditioner prod (at home)/6 mo	11,067	16.4%	85
Used shaving cream/gel in last 6 months	36,181	53.6%	103
Used personal care soap (bar) in last 6 months	55,469	82.2%	98
Used personal care soap for antibacterial purpose	12,664	18.8%	98
Used personal care soap for complexion	4,729	7.0%	102
Used personal care soap for deodorant	11,810	17.5%	108
Use personal care soap for moisturizing	14,515	21.5%	99
Bought toothbrush in last 6 months	57,694	85.5%	100
Bought electric toothbrush in last 6 months	5,504	8.2%	122
Used toothpaste in last 6 months	65,077	96.5%	101
Used toothpaste <8 times in last 7 days	20,286	30.1%	93
Used toothpaste 15+ times in last 7 days	11,049	16.4%	101
Used toothpaste with baking soda in last 6 months	6,889	10.2%	89
Used toothpaste (gel) in last 6 months	20,710	30.7%	110
Used toothpaste (paste) in last 6 months	33,398	49.5%	102
Used whitening toothpaste in last 6 months	25,360	37.6%	108
Used tooth whitener (not toothpaste) last 6 months	7,633	11.3%	106
Had professional manicure/pedicure last 6 months	13,334	19.8%	115
Had professional facial/massage last 6 months	7,992	11.8%	126
Spent \$100+ at barber shops in last 6 months	4,386	6.5%	121
Spent \$100+ at beauty parlors in last 6 months	14,182	21.0%	132

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015	
Population		3,474	3,773	
Population 18+		2,401	2,612	
Households		1,153	1,259	
Median Household Income		\$110,254	\$122,268	
Product/Consumer Behavior		Expected Number of Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months		2,031	84.6%	117
Family restaurant/steak house last month: <2 times		656	27.3%	106
Family restaurant/steak house last month: 2-4 times		780	32.5%	120
Family restaurant/steak house last month: 5+ times		594	24.7%	127
Family restaurant/steak house last 6 months: breakfast		390	16.2%	124
Family restaurant/steak house last 6 months: lunch		779	32.4%	131
Family restaurant/steak house last 6 months: snack		70	2.9%	104
Family restaurant/steak house last 6 months: dinner		1,612	67.1%	127
Family restaurant/steak house last 6 months: weekday		1,207	50.3%	131
Family restaurant/steak house last 6 months: weekend		1,304	54.3%	122
Family restaurant/steak house last 6 months: Applebee's		769	32.0%	127
Family restaurant/steak house last 6 months: Bennigan's		71	3.0%	135
Family restaurant/steak house last 6 months: Bob Evans Farm		130	5.4%	118
Family restaurant/steak house last 6 months: Cheesecake Factory		272	11.3%	172
Family restaurant/steak house last 6 months: Chili's Grill & Bar		486	20.2%	175
Family restaurant/steak house last 6 months: Cracker Barrel		297	12.4%	112
Family restaurant/steak house last 6 months: Denny's		236	9.8%	109
Family restaurant/steak house last 6 months: Friendly's		61	2.5%	64
Family restaurant/steak house last 6 months: Golden Corral		107	4.5%	62
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		382	15.9%	137
Family restaurant/steak house last 6 months: Lone Star Steakhouse		82	3.4%	125
Family restaurant/steak house last 6 months: Old Country Buffet		55	2.3%	80
Family restaurant/steak house last 6 months: Olive Garden		638	26.6%	149
Family restaurant/steak house last 6 months: Outback Steakhouse		388	16.2%	141
Family restaurant/steak house last 6 months: Perkins		78	3.2%	89
Family restaurant/steak house last 6 months: Red Lobster		394	16.4%	122
Family restaurant/steak house last 6 months: Red Robin		293	12.2%	216
Family restaurant/steak house last 6 months: Ruby Tuesday		249	10.4%	124
Family restaurant/steak house last 6 months: Ryan's		37	1.5%	41
Family restaurant/steak house last 6 months: Sizzler		57	2.4%	79
Family restaurant/steak house last 6 months: T.G.I. Friday's		383	16.0%	155
Went to fast food/drive-in restaurant in last 6 months		2,237	93.2%	105
Went to fast food/drive-in restaurant <6 times/month		772	32.2%	92
Went to fast food/drive-in restaurant 6-13 times/month		794	33.1%	114
Went to fast food/drive-in restaurant 14+ times/month		670	27.9%	112
Fast food/drive-in last 6 months: breakfast		725	30.2%	110
Fast food/drive-in last 6 months: lunch		1,649	68.7%	117
Fast food/drive-in last 6 months: snack		460	19.2%	110
Fast food/drive-in last 6 months: dinner		1,339	55.8%	115

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	1,828	76.1%	115
Fast food/drive-in last 6 months: weekend	1,297	54.0%	112
Fast food/drive-in last 6 months: A & W	123	5.1%	113
Fast food/drive-in last 6 months: Arby's	591	24.6%	119
Fast food/drive-in last 6 months: Boston Market	169	7.0%	148
Fast food/drive-in last 6 months: Burger King	844	35.2%	97
Fast food/drive-in last 6 months: Captain D's	66	2.7%	53
Fast food/drive-in last 6 months: Carl's Jr.	229	9.5%	153
Fast food/drive-in last 6 months: Checkers	49	2.0%	64
Fast food/drive-in last 6 months: Chick-fil-A	492	20.5%	159
Fast food/drive-in last 6 months: Chipotle Mex. Grill	323	13.5%	221
Fast food/drive-in last 6 months: Chuck E. Cheese	138	5.7%	128
Fast food/drive-in last 6 months: Church's Fr. Chicken	74	3.1%	72
Fast food/drive-in last 6 months: Dairy Queen	426	17.7%	111
Fast food/drive-in last 6 months: Del Taco	123	5.1%	153
Fast food/drive-in last 6 months: Domino's Pizza	317	13.2%	98
Fast food/drive-in last 6 months: Dunkin' Donuts	262	10.9%	95
Fast food/drive-in last 6 months: Fuddruckers	121	5.0%	180
Fast food/drive-in last 6 months: Hardee's	98	4.1%	60
Fast food/drive-in last 6 months: Jack in the Box	320	13.3%	128
Fast food/drive-in last 6 months: KFC	622	25.9%	94
Fast food/drive-in last 6 months: Little Caesars	172	7.2%	98
Fast food/drive-in last 6 months: Long John Silver's	123	5.1%	81
Fast food/drive-in last 6 months: McDonald's	1,467	61.1%	109
Fast food/drive-in last 6 months: Panera Bread	420	17.5%	179
Fast food/drive-in last 6 months: Papa John's	279	11.6%	133
Fast food/drive-in last 6 months: Pizza Hut	548	22.8%	103
Fast food/drive-in last 6 months: Popeyes	161	6.7%	92
Fast food/drive-in last 6 months: Quiznos	341	14.2%	158
Fast food/drive-in last 6 months: Sonic Drive-In	351	14.6%	124
Fast food/drive-in last 6 months: Starbucks	660	27.5%	185
Fast food/drive-in last 6 months: Steak n Shake	161	6.7%	133
Fast food/drive-in last 6 months: Subway	905	37.7%	119
Fast food/drive-in last 6 months: Taco Bell	914	38.1%	118
Fast food/drive-in last 6 months: Wendy's	823	34.3%	110
Fast food/drive-in last 6 months: Whataburger	142	5.9%	123
Fast food/drive-in last 6 months: White Castle	95	4.0%	98
Fast food/drive-in last 6 months: eat in	1,025	42.7%	113
Fast food/drive-in last 6 months: home delivery	281	11.7%	112
Fast food/drive-in last 6 months: take-out/drive-thru	1,463	60.9%	116
Fast food/drive-in last 6 months: take-out/walk-in	649	27.0%	110

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Restaurant Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Population 18+		27,126	28,651
Households		13,493	14,251
Median Household Income		\$83,277	\$94,821
Product/Consumer Behavior		Expected Number of	
		Adults	MPI
Went to family restaurant/steak house in last 6 months		21,951	112
Family restaurant/steak house last month: <2 times		7,248	104
Family restaurant/steak house last month: 2-4 times		8,490	116
Family restaurant/steak house last month: 5+ times		6,213	118
Family restaurant/steak house last 6 months: breakfast		4,092	115
Family restaurant/steak house last 6 months: lunch		8,025	119
Family restaurant/steak house last 6 months: snack		708	93
Family restaurant/steak house last 6 months: dinner		17,262	120
Family restaurant/steak house last 6 months: weekday		12,711	122
Family restaurant/steak house last 6 months: weekend		14,137	117
Family restaurant/steak house last 6 months: Applebee's		8,114	118
Family restaurant/steak house last 6 months: Bennigan's		722	121
Family restaurant/steak house last 6 months: Bob Evans Farm		1,426	114
Family restaurant/steak house last 6 months: Cheesecake Factory		2,530	142
Family restaurant/steak house last 6 months: Chili's Grill & Bar		4,561	145
Family restaurant/steak house last 6 months: Cracker Barrel		3,473	116
Family restaurant/steak house last 6 months: Denny's		2,455	100
Family restaurant/steak house last 6 months: Friendly's		1,049	97
Family restaurant/steak house last 6 months: Golden Corral		1,598	82
Family restaurant/steak house last 6 months: Intl Hse of Pancakes		3,796	120
Family restaurant/steak house last 6 months: Lone Star Steakhouse		903	122
Family restaurant/steak house last 6 months: Old Country Buffet		662	86
Family restaurant/steak house last 6 months: Olive Garden		6,404	133
Family restaurant/steak house last 6 months: Outback Steakhouse		4,089	132
Family restaurant/steak house last 6 months: Perkins		942	96
Family restaurant/steak house last 6 months: Red Lobster		4,111	113
Family restaurant/steak house last 6 months: Red Robin		2,604	170
Family restaurant/steak house last 6 months: Ruby Tuesday		2,824	125
Family restaurant/steak house last 6 months: Ryan's		668	65
Family restaurant/steak house last 6 months: Sizzler		576	70
Family restaurant/steak house last 6 months: T.G.I. Friday's		3,762	135
Went to fast food/drive-in restaurant in last 6 months		24,945	104
Went to fast food/drive-in restaurant <6 times/month		9,077	95
Went to fast food/drive-in restaurant 6-13 times/month		8,631	110
Went to fast food/drive-in restaurant 14+ times/month		7,237	107
Fast food/drive-in last 6 months: breakfast		8,097	109
Fast food/drive-in last 6 months: lunch		17,848	112
Fast food/drive-in last 6 months: snack		5,076	108
Fast food/drive-in last 6 months: dinner		14,435	110

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	19,990	73.7%	111
Fast food/drive-in last 6 months: weekend	13,998	51.6%	107
Fast food/drive-in last 6 months: A & W	1,333	4.9%	108
Fast food/drive-in last 6 months: Arby's	6,508	24.0%	116
Fast food/drive-in last 6 months: Boston Market	1,742	6.4%	135
Fast food/drive-in last 6 months: Burger King	9,902	36.5%	101
Fast food/drive-in last 6 months: Captain D's	1,070	3.9%	77
Fast food/drive-in last 6 months: Carl's Jr.	1,782	6.6%	105
Fast food/drive-in last 6 months: Checkers	655	2.4%	76
Fast food/drive-in last 6 months: Chick-fil-A	5,034	18.6%	144
Fast food/drive-in last 6 months: Chipotle Mex. Grill	2,762	10.2%	167
Fast food/drive-in last 6 months: Chuck E. Cheese	1,342	4.9%	110
Fast food/drive-in last 6 months: Church's Fr. Chicken	811	3.0%	70
Fast food/drive-in last 6 months: Dairy Queen	4,918	18.1%	114
Fast food/drive-in last 6 months: Del Taco	1,043	3.8%	115
Fast food/drive-in last 6 months: Domino's Pizza	3,439	12.7%	94
Fast food/drive-in last 6 months: Dunkin' Donuts	3,389	12.5%	108
Fast food/drive-in last 6 months: Fuddruckers	1,171	4.3%	155
Fast food/drive-in last 6 months: Hardee's	1,497	5.5%	81
Fast food/drive-in last 6 months: Jack in the Box	2,888	10.6%	102
Fast food/drive-in last 6 months: KFC	7,304	26.9%	98
Fast food/drive-in last 6 months: Little Caesars	1,868	6.9%	94
Fast food/drive-in last 6 months: Long John Silver's	1,490	5.5%	87
Fast food/drive-in last 6 months: McDonald's	16,110	59.4%	106
Fast food/drive-in last 6 months: Panera Bread	4,176	15.4%	158
Fast food/drive-in last 6 months: Papa John's	2,814	10.4%	119
Fast food/drive-in last 6 months: Pizza Hut	6,117	22.6%	102
Fast food/drive-in last 6 months: Popeyes	1,780	6.6%	90
Fast food/drive-in last 6 months: Quiznos	3,320	12.2%	136
Fast food/drive-in last 6 months: Sonic Drive-In	3,532	13.0%	110
Fast food/drive-in last 6 months: Starbucks	5,900	21.8%	146
Fast food/drive-in last 6 months: Steak n Shake	1,695	6.2%	124
Fast food/drive-in last 6 months: Subway	9,628	35.5%	112
Fast food/drive-in last 6 months: Taco Bell	9,652	35.6%	111
Fast food/drive-in last 6 months: Wendy's	9,290	34.2%	110
Fast food/drive-in last 6 months: Whataburger	1,428	5.3%	109
Fast food/drive-in last 6 months: White Castle	999	3.7%	91
Fast food/drive-in last 6 months: eat in	11,132	41.0%	109
Fast food/drive-in last 6 months: home delivery	3,010	11.1%	106
Fast food/drive-in last 6 months: take-out/drive-thru	16,002	59.0%	113
Fast food/drive-in last 6 months: take-out/walk-in	7,158	26.4%	107

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March 27, 2012

Made with Esri Business Analyst



Restaurant Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Demographic Summary		2010	2015
Population		92,547	97,116
Population 18+		67,469	71,111
Households		33,994	35,739
Median Household Income		\$75,984	\$84,764
		Expected Number of	
Product/Consumer Behavior	Adults	Percent	MPI
Went to family restaurant/steak house in last 6 months	53,413	79.2%	110
Family restaurant/steak house last month: <2 times	17,942	26.6%	104
Family restaurant/steak house last month: 2-4 times	20,380	30.2%	112
Family restaurant/steak house last month: 5+ times	15,091	22.4%	115
Family restaurant/steak house last 6 months: breakfast	9,800	14.5%	110
Family restaurant/steak house last 6 months: lunch	19,052	28.2%	114
Family restaurant/steak house last 6 months: snack	1,667	2.5%	88
Family restaurant/steak house last 6 months: dinner	41,597	61.7%	116
Family restaurant/steak house last 6 months: weekday	30,555	45.3%	118
Family restaurant/steak house last 6 months: weekend	34,152	50.6%	114
Family restaurant/steak house last 6 months: Applebee's	19,667	29.2%	115
Family restaurant/steak house last 6 months: Bennigan's	1,724	2.6%	116
Family restaurant/steak house last 6 months: Bob Evans Farm	3,493	5.2%	113
Family restaurant/steak house last 6 months: Cheesecake Factory	5,882	8.7%	132
Family restaurant/steak house last 6 months: Chili's Grill & Bar	10,530	15.6%	135
Family restaurant/steak house last 6 months: Cracker Barrel	8,264	12.2%	111
Family restaurant/steak house last 6 months: Denny's	5,905	8.8%	97
Family restaurant/steak house last 6 months: Friendly's	2,824	4.2%	105
Family restaurant/steak house last 6 months: Golden Corral	4,408	6.5%	90
Family restaurant/steak house last 6 months: Intl Hse of Pancakes	8,978	13.3%	115
Family restaurant/steak house last 6 months: Lone Star Steakhouse	2,230	3.3%	121
Family restaurant/steak house last 6 months: Old Country Buffet	1,755	2.6%	91
Family restaurant/steak house last 6 months: Olive Garden	14,808	21.9%	123
Family restaurant/steak house last 6 months: Outback Steakhouse	9,575	14.2%	124
Family restaurant/steak house last 6 months: Perkins	2,405	3.6%	98
Family restaurant/steak house last 6 months: Red Lobster	9,868	14.6%	109
Family restaurant/steak house last 6 months: Red Robin	5,640	8.4%	148
Family restaurant/steak house last 6 months: Ruby Tuesday	6,799	10.1%	121
Family restaurant/steak house last 6 months: Ryan's	1,738	2.6%	68
Family restaurant/steak house last 6 months: Sizzler	1,391	2.1%	68
Family restaurant/steak house last 6 months: T.G.I. Friday's	8,944	13.3%	129
Went to fast food/drive-in restaurant in last 6 months	61,427	91.0%	103
Went to fast food/drive-in restaurant <6 times/month	23,125	34.3%	98
Went to fast food/drive-in restaurant 6-13 times/month	20,610	30.5%	106
Went to fast food/drive-in restaurant 14+ times/month	17,691	26.2%	105
Fast food/drive-in last 6 months: breakfast	19,904	29.5%	107
Fast food/drive-in last 6 months: lunch	43,163	64.0%	109
Fast food/drive-in last 6 months: snack	12,285	18.2%	105
Fast food/drive-in last 6 months: dinner	35,108	52.0%	107

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Restaurant Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of		MPI
	Adults	Percent	
Fast food/drive-in last 6 months: weekday	48,651	72.1%	109
Fast food/drive-in last 6 months: weekend	34,014	50.4%	104
Fast food/drive-in last 6 months: A & W	3,298	4.9%	108
Fast food/drive-in last 6 months: Arby's	15,576	23.1%	112
Fast food/drive-in last 6 months: Boston Market	4,207	6.2%	131
Fast food/drive-in last 6 months: Burger King	24,638	36.5%	101
Fast food/drive-in last 6 months: Captain D's	2,740	4.1%	79
Fast food/drive-in last 6 months: Carl's Jr.	3,720	5.5%	89
Fast food/drive-in last 6 months: Checkers	1,848	2.7%	86
Fast food/drive-in last 6 months: Chick-fil-A	11,600	17.2%	134
Fast food/drive-in last 6 months: Chipotle Mex. Grill	5,978	8.9%	146
Fast food/drive-in last 6 months: Chuck E. Cheese	3,129	4.6%	103
Fast food/drive-in last 6 months: Church's Fr. Chicken	2,179	3.2%	75
Fast food/drive-in last 6 months: Dairy Queen	11,757	17.4%	109
Fast food/drive-in last 6 months: Del Taco	2,196	3.3%	97
Fast food/drive-in last 6 months: Domino's Pizza	8,640	12.8%	95
Fast food/drive-in last 6 months: Dunkin' Donuts	8,788	13.0%	113
Fast food/drive-in last 6 months: Fuddruckers	2,680	4.0%	142
Fast food/drive-in last 6 months: Hardee's	3,578	5.3%	78
Fast food/drive-in last 6 months: Jack in the Box	6,686	9.9%	95
Fast food/drive-in last 6 months: KFC	17,882	26.5%	96
Fast food/drive-in last 6 months: Little Caesars	4,739	7.0%	96
Fast food/drive-in last 6 months: Long John Silver's	3,773	5.6%	88
Fast food/drive-in last 6 months: McDonald's	39,166	58.1%	104
Fast food/drive-in last 6 months: Panera Bread	9,707	14.4%	148
Fast food/drive-in last 6 months: Papa John's	6,696	9.9%	114
Fast food/drive-in last 6 months: Pizza Hut	14,930	22.1%	100
Fast food/drive-in last 6 months: Popeyes	4,652	6.9%	94
Fast food/drive-in last 6 months: Quiznos	7,599	11.3%	125
Fast food/drive-in last 6 months: Sonic Drive-In	8,135	12.1%	102
Fast food/drive-in last 6 months: Starbucks	13,247	19.6%	132
Fast food/drive-in last 6 months: Steak n Shake	4,109	6.1%	121
Fast food/drive-in last 6 months: Subway	23,420	34.7%	109
Fast food/drive-in last 6 months: Taco Bell	23,297	34.5%	107
Fast food/drive-in last 6 months: Wendy's	22,899	33.9%	109
Fast food/drive-in last 6 months: Whataburger	3,532	5.2%	108
Fast food/drive-in last 6 months: White Castle	2,481	3.7%	91
Fast food/drive-in last 6 months: eat in	26,833	39.8%	106
Fast food/drive-in last 6 months: home delivery	7,426	11.0%	106
Fast food/drive-in last 6 months: take-out/drive-thru	38,496	57.1%	109
Fast food/drive-in last 6 months: take-out/walk-in	17,486	25.9%	105

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925
Longitude: -84.2566

Demographic Summary		2010	2015
Population		3,474	3,773
Population 18+		2,401	2,612
Households		1,153	1,259
Median Household Income		\$110,254	\$122,268
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	342	14.2%	144
Participated in archery	60	2.5%	94
Participated in backpacking/hiking	325	13.5%	144
Participated in baseball	147	6.1%	118
Participated in basketball	267	11.1%	119
Participated in bicycling (mountain)	136	5.7%	154
Participated in bicycling (road)	341	14.2%	147
Participated in boating (power)	194	8.1%	131
Participated in bowling	367	15.3%	131
Participated in canoeing/kayaking	127	5.3%	110
Participated in downhill skiing	107	4.5%	153
Participated in fishing (fresh water)	316	13.2%	101
Participated in fishing (salt water)	103	4.3%	94
Participated in football	164	6.8%	110
Participated in Frisbee	171	7.1%	130
Participated in golf	455	19.0%	183
Play golf < once a month	185	7.7%	195
Play golf 1+ times a month	232	9.7%	179
Participated in horseback riding	110	4.6%	151
Participated in hunting with rifle	111	4.6%	95
Participated in hunting with shotgun	97	4.0%	95
Participated in ice skating	81	3.4%	117
Participated in jogging/running	390	16.2%	154
Participated in martial arts	31	1.3%	92
Participated in motorcycling	98	4.1%	111
Participated in Pilates	103	4.3%	131
Participated in roller skating	33	1.4%	66
Participated in snowboarding	57	2.4%	124
Participated in soccer	123	5.1%	119
Participated in softball	118	4.9%	126
Participated in swimming	623	25.9%	133
Participated in target shooting	111	4.6%	120
Participated in tennis	149	6.2%	145
Participated in volleyball	95	4.0%	113
Participated in walking for exercise	909	37.9%	127
Participated in weight lifting	427	17.8%	151
Participated in yoga	182	7.6%	131
Spent on high end sports/recreation equipment/12 mo: <\$250	126	5.2%	119
Spent on high end sports/recreation equipment/12 mo: \$250+	151	6.3%	161
Attend sports event: auto racing (NASCAR)	202	8.4%	115
Attend sports event: auto racing (not NASCAR)	176	7.3%	116
Attend sports event: baseball game	526	21.9%	148

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	234	9.7%	123
Attend sports event: basketball game (pro)	296	12.3%	144
Attend sports event: football game (college)	358	14.9%	144
Attend sports event: football-Monday night game (pro)	175	7.3%	119
Attend sports event: football-weekend game (pro)	302	12.6%	139
Attend sports event: golf tournament	190	7.9%	143
Attend sports event: ice hockey game	224	9.3%	141
Attend sports event: soccer game	189	7.9%	127
Attend sports event: tennis match	145	6.0%	122
Attended adult education course in last 12 months	199	8.3%	125
Attended auto show in last 12 months	231	9.6%	116
Went to bar/night club in last 12 months	513	21.4%	112
Went to beach in last 12 months	797	33.2%	135
Attended dance performance in last 12 months	116	4.8%	109
Danced/went dancing in last 12 months	229	9.5%	100
Dined out in last 12 months	1,497	62.3%	127
Dine out < once a month	108	4.5%	96
Dine out once a month	168	7.0%	113
Dine out 2-3 times a month	344	14.3%	124
Dine out once a week	415	17.3%	150
Dine out 2+ times per week	313	13.0%	132
Gambled at casino in last 12 months	476	19.8%	124
Gambled at casino 6+ times in last 12 months	60	2.5%	92
Gambled in Atlantic City in last 12 months	35	1.5%	58
Gambled in Las Vegas in last 12 months	182	7.6%	159
Attended horse races in last 12 months	81	3.4%	114
Attended movies in last 6 months	1,690	70.4%	120
Attended movies in last 90 days: < once a month	969	40.4%	125
Attended movies in last 90 days: once a month	329	13.7%	134
Attended movies in last 90 days: 2-3 times a month	195	8.1%	120
Attended movies in last 90 days: once/week or more	52	2.2%	85
Prefer to see movie after second week of release	750	31.2%	132
Went to museum in last 12 months	436	18.2%	142
Attended music performance in last 12 months	751	31.3%	132
Attended country music performance in last 12 mo	136	5.7%	112
Attended rock music performance in last 12 months	357	14.9%	136
Attended classical music/opera performance/12 mo	137	5.7%	124
Went to live theater in last 12 months	460	19.2%	146
Visited a theme park in last 12 months	728	30.3%	141
Visited Disney World (FL)/12 mo: Magic Kingdom	124	5.2%	152
Visited any Sea World in last 12 months	158	6.6%	194
Visited any Six Flags in last 12 months	166	6.9%	119
Went to zoo in last 12 months	466	19.4%	152
Played backgammon in last 12 months	54	2.2%	112
Participated in book club in last 12 months	92	3.8%	121
Played billiards/pool in last 12 months	264	11.0%	114
Played bingo in last 12 months	90	3.7%	88
Did birdwatching in last 12 months	160	6.7%	107
Played board game in last 12 months	575	23.9%	147

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Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	595	24.8%	118
Played chess in last 12 months	110	4.6%	125
Cooked for fun in last 12 months	564	23.5%	113
Did crossword puzzle in last 12 months	389	16.2%	111
Participated in fantasy sports league last 12 mo	109	4.5%	139
Flew a kite in last 12 months	93	3.9%	137
Did furniture refinishing in last 12 months	72	3.0%	93
Did indoor gardening/plant care in last 12 months	274	11.4%	113
Participated in karaoke in last 12 months	117	4.9%	110
Bought lottery ticket in last 12 months	821	34.2%	99
Bought lottery ticket in last 12 mo: Daily Drawing	81	3.4%	70
Bought lottery ticket in last 12 mo: Instant Game	304	12.7%	80
Bought lottery ticket in last 12 mo: Lotto Drawing	586	24.4%	114
Played lottery: <3 times in last 30 days	423	17.6%	112
Played lottery: 3-7 times in last 30 days	212	8.8%	92
Played lottery: 8+ times in last 30 days	186	7.7%	83
Played musical instrument in last 12 months	231	9.6%	121
Did painting/drawing in last 12 months	142	5.9%	90
Did photography in last 12 months	403	16.8%	133
Read book in last 12 months	1,252	52.1%	128
Participated in trivia games in last 12 months	190	7.9%	131
Played video game in last 12 months	365	15.2%	114
Did woodworking in last 12 months	118	4.9%	105
Participated in word games in last 12 months	260	10.8%	114
Member of AARP	398	16.6%	107
Member of business club	96	4.0%	160
Member of charitable organization	201	8.4%	132
Member of church board	111	4.6%	107
Member of fraternal order	96	4.0%	113
Member of religious club	197	8.2%	128
Member of union	151	6.3%	119
Member of veterans club	66	2.7%	81
Bought any children`s toy/game in last 12 months	996	41.5%	120
Spent on toys/games in last 12 months: <\$50	156	6.5%	107
Spent on toys/games in last 12 months: \$50-99	58	2.4%	88
Spent on toys/games in last 12 months: \$100-199	199	8.3%	115
Spent on toys/games in last 12 months: \$200-499	307	12.8%	118
Spent on toys/games in last 12 months: \$500+	214	8.9%	155
Bought infant toy in last 12 months	202	8.4%	101
Bought pre-school toy in last 12 months	260	10.8%	134
Spent on toys/games (for child <6)/12 mo: <\$100	285	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	173	7.2%	107
Spent on toys/games (for child <6)/12 mo: \$200+	255	10.6%	137
Bought for child in last 12 mo: boy action figure	224	9.3%	115
Bought for child in last 12 mo: girl action figure	77	3.2%	104
Bought for child in last 12 mo: bicycle	198	8.2%	120
Bought for child in last 12 mo: board game	408	17.0%	143

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

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ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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6534 Hill Guinea Pike, Loveland, OH, 45140
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Latitude: 39.22925

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	99	4.1%	122
Bought for child in last 12 mo: car	245	10.2%	111
Bought for child in last 12 mo: construction toy	144	6.0%	122
Bought for child in last 12 mo: large/baby doll	158	6.6%	101
Bought for child in last 12 mo: fashion doll	133	5.5%	108
Bought for child in last 12 mo: plush doll/animal	260	10.8%	129
Bought for child in last 12 mo: doll accessories	112	4.7%	116
Bought for child in last 12 mo: doll clothing	110	4.6%	111
Bought for child in last 12 mo: educational toy	419	17.5%	128
Bought for child in last 12 mo: electronic game	305	12.7%	136
Bought for child in last 12 mo: mechanical toy	116	4.8%	121
Bought for child in last 12 mo: model kit/set	79	3.3%	128
Bought for child in last 12 mo: sound game	62	2.6%	92
Bought for child in last 12 mo: water toy	324	13.5%	141
Bought for child in last 12 mo: word game	111	4.6%	120
Bought book in last 12 months	1,486	61.9%	123
Bought 1-3 books in last 12 months	519	21.6%	110
Bought 4-9 books in last 12 months	458	19.1%	123
Bought 10+ books in last 12 months	508	21.2%	140
Bought paperback book in last 12 months	1,175	48.9%	129
Bought <3 paperback books in last 12 months	367	15.3%	118
Bought 3-6 paperback books in last 12 months	432	18.0%	137
Bought 7+ paperback books in last 12 months	377	15.7%	133
Bought hardcover book in last 12 months	904	37.7%	135
Bought <3 hardcover books in last 12 months	380	15.8%	129
Bought 3-5 hardcover books in last 12 months	253	10.5%	132
Bought 6+ hardcover books in last 12 months	270	11.2%	143
Bought book (fiction) in last 12 months	926	38.6%	137
Bought book (non-fiction) in last 12 months	816	34.0%	134
Bought biography in last 12 months	211	8.8%	121
Bought children's book in last 12 months	404	16.8%	132
Bought cookbook in last 12 months	318	13.2%	121
Bought desk dictionary in last 12 months	36	1.5%	74
Bought history book in last 12 months	243	10.1%	134
Bought mystery book in last 12 months	371	15.5%	137
Bought personal/business self-help book last 12 mo	288	12.0%	167
Bought religious book (not bible) last 12 months	213	8.9%	117
Bought romance book in last 12 months	182	7.6%	116
Bought science fiction book in last 12 months	140	5.8%	128
Bought book through book club in last 12 months	108	4.5%	104
Bought book at book store in last 12 months	1,091	45.4%	135
Bought book at Barnes & Noble in last 12 months	714	29.7%	151
Bought book at Borders in last 12 months	451	18.8%	169
Bought book at convenience store in last 12 months	37	1.5%	69
Bought book at department store in last 12 months	140	5.8%	76
Bought book at drug store in last 12 months	51	2.1%	93
Bought book through Internet in last 12 mo	374	15.6%	153
Bought book through mail order in last 12 months	67	2.8%	82
Bought book at supermarket in last 12 months	158	6.6%	126
Bought book at warehouse store in last 12 months	231	9.6%	165

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Sports and Leisure Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Population 18+		27,126	28,651
Households		13,493	14,251
Median Household Income		\$83,277	\$94,821
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	3,434	12.7%	128
Participated in archery	720	2.7%	100
Participated in backpacking/hiking	3,324	12.3%	130
Participated in baseball	1,542	5.7%	109
Participated in basketball	2,714	10.0%	107
Participated in bicycling (mountain)	1,350	5.0%	135
Participated in bicycling (road)	3,433	12.7%	131
Participated in boating (power)	2,134	7.9%	128
Participated in bowling	3,875	14.3%	122
Participated in canoeing/kayaking	1,581	5.8%	122
Participated in downhill skiing	1,098	4.0%	139
Participated in fishing (fresh water)	3,777	13.9%	106
Participated in fishing (salt water)	1,361	5.0%	110
Participated in football	1,738	6.4%	103
Participated in Frisbee	1,782	6.6%	120
Participated in golf	4,218	15.6%	150
Play golf < once a month	1,670	6.2%	156
Play golf 1+ times a month	2,170	8.0%	148
Participated in horseback riding	990	3.7%	120
Participated in hunting with rifle	1,278	4.7%	97
Participated in hunting with shotgun	1,124	4.1%	98
Participated in ice skating	933	3.4%	119
Participated in jogging/running	3,794	14.0%	133
Participated in martial arts	358	1.3%	94
Participated in motorcycling	1,179	4.3%	118
Participated in Pilates	1,161	4.3%	131
Participated in roller skating	455	1.7%	80
Participated in snowboarding	583	2.1%	112
Participated in soccer	1,324	4.9%	113
Participated in softball	1,198	4.4%	113
Participated in swimming	6,668	24.6%	126
Participated in target shooting	1,186	4.4%	113
Participated in tennis	1,550	5.7%	134
Participated in volleyball	1,078	4.0%	114
Participated in walking for exercise	9,772	36.0%	121
Participated in weight lifting	4,413	16.3%	138
Participated in yoga	1,906	7.0%	122
Spent on high end sports/recreation equipment/12 mo: <\$250	1,290	4.8%	108
Spent on high end sports/recreation equipment/12 mo: \$250+	1,406	5.2%	133
Attend sports event: auto racing (NASCAR)	2,224	8.2%	112
Attend sports event: auto racing (not NASCAR)	1,873	6.9%	109
Attend sports event: baseball game	5,150	19.0%	128

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	2,462	9.1%	114
Attend sports event: basketball game (pro)	2,863	10.6%	124
Attend sports event: football game (college)	3,508	12.9%	125
Attend sports event: football-Monday night game (pro)	1,813	6.7%	109
Attend sports event: football-weekend game (pro)	3,048	11.2%	124
Attend sports event: golf tournament	1,876	6.9%	125
Attend sports event: ice hockey game	2,265	8.4%	126
Attend sports event: soccer game	1,953	7.2%	116
Attend sports event: tennis match	1,490	5.5%	111
Attended adult education course in last 12 months	2,187	8.1%	122
Attended auto show in last 12 months	2,467	9.1%	110
Went to bar/night club in last 12 months	5,773	21.3%	112
Went to beach in last 12 months	8,410	31.0%	126
Attended dance performance in last 12 months	1,362	5.0%	113
Danced/went dancing in last 12 months	2,569	9.5%	100
Dined out in last 12 months	15,942	58.8%	119
Dine out < once a month	1,311	4.8%	103
Dine out once a month	1,904	7.0%	114
Dine out 2-3 times a month	3,745	13.8%	120
Dine out once a week	4,053	14.9%	130
Dine out 2+ times per week	3,259	12.0%	121
Gambled at casino in last 12 months	4,876	18.0%	112
Gambled at casino 6+ times in last 12 months	689	2.5%	93
Gambled in Atlantic City in last 12 months	531	2.0%	77
Gambled in Las Vegas in last 12 months	1,667	6.1%	129
Attended horse races in last 12 months	911	3.4%	113
Attended movies in last 6 months	17,748	65.4%	111
Attended movies in last 90 days: < once a month	10,024	37.0%	114
Attended movies in last 90 days: once a month	3,375	12.4%	121
Attended movies in last 90 days: 2-3 times a month	1,988	7.3%	109
Attended movies in last 90 days: once/week or more	608	2.2%	88
Prefer to see movie after second week of release	7,793	28.7%	121
Went to museum in last 12 months	4,519	16.7%	130
Attended music performance in last 12 months	8,060	29.7%	125
Attended country music performance in last 12 mo	1,575	5.8%	114
Attended rock music performance in last 12 months	3,738	13.8%	126
Attended classical music/opera performance/12 mo	1,486	5.5%	119
Went to live theater in last 12 months	4,685	17.3%	131
Visited a theme park in last 12 months	7,106	26.2%	122
Visited Disney World (FL)/12 mo: Magic Kingdom	1,223	4.5%	133
Visited any Sea World in last 12 months	1,268	4.7%	138
Visited any Six Flags in last 12 months	1,668	6.1%	106
Went to zoo in last 12 months	4,652	17.2%	134
Played backgammon in last 12 months	609	2.2%	112
Participated in book club in last 12 months	1,029	3.8%	120
Played billiards/pool in last 12 months	2,903	10.7%	111
Played bingo in last 12 months	1,032	3.8%	90
Did birdwatching in last 12 months	1,921	7.1%	114
Played board game in last 12 months	5,777	21.3%	131

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	6,474	23.9%	114
Played chess in last 12 months	1,107	4.1%	112
Cooked for fun in last 12 months	6,455	23.8%	114
Did crossword puzzle in last 12 months	4,319	15.9%	109
Participated in fantasy sports league last 12 mo	1,108	4.1%	125
Flew a kite in last 12 months	918	3.4%	120
Did furniture refinishing in last 12 months	890	3.3%	102
Did indoor gardening/plant care in last 12 months	3,005	11.1%	110
Participated in karaoke in last 12 months	1,219	4.5%	102
Bought lottery ticket in last 12 months	9,336	34.4%	99
Bought lottery ticket in last 12 mo: Daily Drawing	1,010	3.7%	77
Bought lottery ticket in last 12 mo: Instant Game	3,796	14.0%	88
Bought lottery ticket in last 12 mo: Lotto Drawing	6,347	23.4%	109
Played lottery: <3 times in last 30 days	4,592	16.9%	107
Played lottery: 3-7 times in last 30 days	2,470	9.1%	95
Played lottery: 8+ times in last 30 days	2,275	8.4%	90
Played musical instrument in last 12 months	2,467	9.1%	114
Did painting/drawing in last 12 months	1,741	6.4%	98
Did photography in last 12 months	4,212	15.5%	123
Read book in last 12 months	13,215	48.7%	119
Participated in trivia games in last 12 months	1,921	7.1%	117
Played video game in last 12 months	3,898	14.4%	108
Did woodworking in last 12 months	1,392	5.1%	109
Participated in word games in last 12 months	2,816	10.4%	109
Member of AARP	4,484	16.5%	107
Member of business club	943	3.5%	139
Member of charitable organization	2,119	7.8%	124
Member of church board	1,262	4.7%	108
Member of fraternal order	1,015	3.7%	106
Member of religious club	2,008	7.4%	116
Member of union	1,553	5.7%	109
Member of veterans club	826	3.0%	89
Bought any children`s toy/game in last 12 months	10,688	39.4%	114
Spent on toys/games in last 12 months: <\$50	1,729	6.4%	105
Spent on toys/games in last 12 months: \$50-99	711	2.6%	95
Spent on toys/games in last 12 months: \$100-199	2,137	7.9%	109
Spent on toys/games in last 12 months: \$200-499	3,390	12.5%	115
Spent on toys/games in last 12 months: \$500+	2,085	7.7%	134
Bought infant toy in last 12 months	2,373	8.7%	105
Bought pre-school toy in last 12 months	2,626	9.7%	120
Spent on toys/games (for child <6)/12 mo: <\$100	3,277	12.1%	109
Spent on toys/games (for child <6)/12 mo: \$100-199	1,913	7.1%	105
Spent on toys/games (for child <6)/12 mo: \$200+	2,556	9.4%	122
Bought for child in last 12 mo: boy action figure	2,414	8.9%	110
Bought for child in last 12 mo: girl action figure	791	2.9%	94
Bought for child in last 12 mo: bicycle	2,073	7.6%	112
Bought for child in last 12 mo: board game	4,125	15.2%	128

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	1,068	3.9%	116
Bought for child in last 12 mo: car	2,648	9.8%	106
Bought for child in last 12 mo: construction toy	1,588	5.9%	119
Bought for child in last 12 mo: large/baby doll	1,777	6.6%	100
Bought for child in last 12 mo: fashion doll	1,419	5.2%	102
Bought for child in last 12 mo: plush doll/animal	2,783	10.3%	122
Bought for child in last 12 mo: doll accessories	1,198	4.4%	110
Bought for child in last 12 mo: doll clothing	1,201	4.4%	107
Bought for child in last 12 mo: educational toy	4,475	16.5%	121
Bought for child in last 12 mo: electronic game	3,102	11.4%	123
Bought for child in last 12 mo: mechanical toy	1,193	4.4%	110
Bought for child in last 12 mo: model kit/set	810	3.0%	116
Bought for child in last 12 mo: sound game	707	2.6%	93
Bought for child in last 12 mo: water toy	3,249	12.0%	125
Bought for child in last 12 mo: word game	1,126	4.2%	108
Bought book in last 12 months	15,926	58.7%	117
Bought 1-3 books in last 12 months	5,786	21.3%	108
Bought 4-9 books in last 12 months	4,912	18.1%	116
Bought 10+ books in last 12 months	5,229	19.3%	128
Bought paperback book in last 12 months	12,578	46.4%	123
Bought <3 paperback books in last 12 months	4,028	14.8%	114
Bought 3-6 paperback books in last 12 months	4,484	16.5%	126
Bought 7+ paperback books in last 12 months	4,067	15.0%	127
Bought hardcover book in last 12 months	9,388	34.6%	124
Bought <3 hardcover books in last 12 months	4,021	14.8%	121
Bought 3-5 hardcover books in last 12 months	2,652	9.8%	122
Bought 6+ hardcover books in last 12 months	2,715	10.0%	127
Bought book (fiction) in last 12 months	9,701	35.8%	127
Bought book (non-fiction) in last 12 months	8,519	31.4%	124
Bought biography in last 12 months	2,265	8.4%	115
Bought children's book in last 12 months	4,190	15.4%	121
Bought cookbook in last 12 months	3,393	12.5%	114
Bought desk dictionary in last 12 months	398	1.5%	72
Bought history book in last 12 months	2,462	9.1%	120
Bought mystery book in last 12 months	3,892	14.3%	128
Bought personal/business self-help book last 12 mo	2,685	9.9%	138
Bought religious book (not bible) last 12 months	2,385	8.8%	116
Bought romance book in last 12 months	1,990	7.3%	112
Bought science fiction book in last 12 months	1,433	5.3%	116
Bought book through book club in last 12 months	1,168	4.3%	99
Bought book at book store in last 12 months	11,424	42.1%	125
Bought book at Barnes & Noble in last 12 months	7,201	26.5%	135
Bought book at Borders in last 12 months	4,347	16.0%	144
Bought book at convenience store in last 12 months	472	1.7%	78
Bought book at department store in last 12 months	1,836	6.8%	89
Bought book at drug store in last 12 months	560	2.1%	91
Bought book through Internet in last 12 mo	3,665	13.5%	133
Bought book through mail order in last 12 months	798	2.9%	86
Bought book at supermarket in last 12 months	1,701	6.3%	120
Bought book at warehouse store in last 12 months	2,258	8.3%	143

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Latitude: 39.22925
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Demographic Summary		2010	2015
Population		92,547	97,116
Population 18+		67,469	71,111
Households		33,994	35,739
Median Household Income		\$75,984	\$84,764
Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Participated in aerobics	8,321	12.3%	125
Participated in archery	1,824	2.7%	102
Participated in backpacking/hiking	7,687	11.4%	121
Participated in baseball	3,859	5.7%	110
Participated in basketball	6,754	10.0%	107
Participated in bicycling (mountain)	3,125	4.6%	126
Participated in bicycling (road)	8,228	12.2%	126
Participated in boating (power)	5,020	7.4%	121
Participated in bowling	9,535	14.1%	121
Participated in canoeing/kayaking	3,826	5.7%	118
Participated in downhill skiing	2,591	3.8%	132
Participated in fishing (fresh water)	9,018	13.4%	102
Participated in fishing (salt water)	3,401	5.0%	110
Participated in football	4,333	6.4%	103
Participated in Frisbee	4,216	6.2%	114
Participated in golf	9,575	14.2%	137
Play golf < once a month	3,634	5.4%	136
Play golf 1+ times a month	4,987	7.4%	137
Participated in horseback riding	2,282	3.4%	111
Participated in hunting with rifle	3,095	4.6%	95
Participated in hunting with shotgun	2,637	3.9%	92
Participated in ice skating	2,391	3.5%	123
Participated in jogging/running	9,107	13.5%	128
Participated in martial arts	884	1.3%	93
Participated in motorcycling	2,779	4.1%	112
Participated in Pilates	2,882	4.3%	130
Participated in roller skating	1,308	1.9%	93
Participated in snowboarding	1,339	2.0%	103
Participated in soccer	3,277	4.9%	113
Participated in softball	2,906	4.3%	110
Participated in swimming	16,067	23.8%	122
Participated in target shooting	2,803	4.2%	108
Participated in tennis	3,743	5.5%	130
Participated in volleyball	2,705	4.0%	115
Participated in walking for exercise	23,681	35.1%	118
Participated in weight lifting	10,500	15.6%	132
Participated in yoga	4,596	6.8%	118
Spent on high end sports/recreation equipment/12 mo: <\$250	3,168	4.7%	106
Spent on high end sports/recreation equipment/12 mo: \$250+	3,239	4.8%	123
Attend sports event: auto racing (NASCAR)	5,347	7.9%	108
Attend sports event: auto racing (not NASCAR)	4,518	6.7%	106
Attend sports event: baseball game	12,331	18.3%	124

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Attend sports event: basketball game (college)	6,101	9.0%	114
Attend sports event: basketball game (pro)	6,752	10.0%	117
Attend sports event: football game (college)	8,401	12.5%	121
Attend sports event: football-Monday night game (pro)	4,385	6.5%	106
Attend sports event: football-weekend game (pro)	7,294	10.8%	119
Attend sports event: golf tournament	4,381	6.5%	117
Attend sports event: ice hockey game	5,404	8.0%	121
Attend sports event: soccer game	4,620	6.8%	111
Attend sports event: tennis match	3,541	5.2%	106
Attended adult education course in last 12 months	5,188	7.7%	116
Attended auto show in last 12 months	6,215	9.2%	111
Went to bar/night club in last 12 months	14,509	21.5%	113
Went to beach in last 12 months	20,380	30.2%	123
Attended dance performance in last 12 months	3,398	5.0%	113
Danced/went dancing in last 12 months	6,600	9.8%	103
Dined out in last 12 months	38,307	56.8%	115
Dine out < once a month	3,374	5.0%	106
Dine out once a month	4,637	6.9%	111
Dine out 2-3 times a month	8,975	13.3%	116
Dine out once a week	9,606	14.2%	123
Dine out 2+ times per week	7,528	11.2%	113
Gambled at casino in last 12 months	11,903	17.6%	110
Gambled at casino 6+ times in last 12 months	1,810	2.7%	99
Gambled in Atlantic City in last 12 months	1,517	2.2%	89
Gambled in Las Vegas in last 12 months	3,780	5.6%	117
Attended horse races in last 12 months	2,241	3.3%	112
Attended movies in last 6 months	42,950	63.7%	108
Attended movies in last 90 days: < once a month	23,994	35.6%	110
Attended movies in last 90 days: once a month	8,101	12.0%	117
Attended movies in last 90 days: 2-3 times a month	4,908	7.3%	108
Attended movies in last 90 days: once/week or more	1,566	2.3%	91
Prefer to see movie after second week of release	18,675	27.7%	117
Went to museum in last 12 months	10,605	15.7%	123
Attended music performance in last 12 months	19,350	28.7%	121
Attended country music performance in last 12 mo	3,787	5.6%	111
Attended rock music performance in last 12 months	9,057	13.4%	123
Attended classical music/opera performance/12 mo	3,655	5.4%	118
Went to live theater in last 12 months	11,012	16.3%	124
Visited a theme park in last 12 months	16,814	24.9%	116
Visited Disney World (FL)/12 mo: Magic Kingdom	2,953	4.4%	129
Visited any Sea World in last 12 months	2,853	4.2%	125
Visited any Six Flags in last 12 months	4,150	6.2%	106
Went to zoo in last 12 months	11,069	16.4%	129
Played backgammon in last 12 months	1,447	2.1%	107
Participated in book club in last 12 months	2,390	3.5%	112
Played billiards/pool in last 12 months	7,094	10.5%	109
Played bingo in last 12 months	2,690	4.0%	94
Did birdwatching in last 12 months	4,595	6.8%	109
Played board game in last 12 months	13,481	20.0%	122

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Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Played cards in last 12 months	15,648	23.2%	111
Played chess in last 12 months	2,628	3.9%	106
Cooked for fun in last 12 months	15,807	23.4%	113
Did crossword puzzle in last 12 months	10,788	16.0%	110
Participated in fantasy sports league last 12 mo	2,617	3.9%	119
Flew a kite in last 12 months	2,151	3.2%	113
Did furniture refinishing in last 12 months	2,286	3.4%	105
Did indoor gardening/plant care in last 12 months	7,372	10.9%	108
Participated in karaoke in last 12 months	3,008	4.5%	101
Bought lottery ticket in last 12 months	23,349	34.6%	100
Bought lottery ticket in last 12 mo: Daily Drawing	2,624	3.9%	80
Bought lottery ticket in last 12 mo: Instant Game	9,927	14.7%	93
Bought lottery ticket in last 12 mo: Lotto Drawing	15,456	22.9%	107
Played lottery: <3 times in last 30 days	11,006	16.3%	104
Played lottery: 3-7 times in last 30 days	6,388	9.5%	98
Played lottery: 8+ times in last 30 days	5,956	8.8%	95
Played musical instrument in last 12 months	5,947	8.8%	111
Did painting/drawing in last 12 months	4,436	6.6%	100
Did photography in last 12 months	10,037	14.9%	118
Read book in last 12 months	31,581	46.8%	115
Participated in trivia games in last 12 months	4,696	7.0%	115
Played video game in last 12 months	9,670	14.3%	108
Did woodworking in last 12 months	3,322	4.9%	105
Participated in word games in last 12 months	6,891	10.2%	107
Member of AARP	11,316	16.8%	109
Member of business club	2,310	3.4%	137
Member of charitable organization	5,086	7.5%	119
Member of church board	2,962	4.4%	102
Member of fraternal order	2,537	3.8%	106
Member of religious club	4,681	6.9%	108
Member of union	3,812	5.7%	107
Member of veterans club	2,168	3.2%	94
Bought any children`s toy/game in last 12 months	26,049	38.6%	112
Spent on toys/games in last 12 months: <\$50	4,344	6.4%	106
Spent on toys/games in last 12 months: \$50-99	1,829	2.7%	98
Spent on toys/games in last 12 months: \$100-199	5,089	7.5%	105
Spent on toys/games in last 12 months: \$200-499	8,216	12.2%	112
Spent on toys/games in last 12 months: \$500+	4,956	7.3%	128
Bought infant toy in last 12 months	6,017	8.9%	107
Bought pre-school toy in last 12 months	6,288	9.3%	115
Spent on toys/games (for child <6)/12 mo: <\$100	8,008	11.9%	107
Spent on toys/games (for child <6)/12 mo: \$100-199	4,899	7.3%	108
Spent on toys/games (for child <6)/12 mo: \$200+	6,101	9.0%	117
Bought for child in last 12 mo: boy action figure	5,921	8.8%	109
Bought for child in last 12 mo: girl action figure	1,978	2.9%	95
Bought for child in last 12 mo: bicycle	5,094	7.6%	110
Bought for child in last 12 mo: board game	9,649	14.3%	121

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Sports and Leisure Market Potential

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Product/Consumer Behavior	Expected Number of Adults	Percent	MPI
Bought for child in last 12 mo: builder set	2,618	3.9%	115
Bought for child in last 12 mo: car	6,357	9.4%	102
Bought for child in last 12 mo: construction toy	3,701	5.5%	111
Bought for child in last 12 mo: large/baby doll	4,580	6.8%	104
Bought for child in last 12 mo: fashion doll	3,435	5.1%	100
Bought for child in last 12 mo: plush doll/animal	6,906	10.2%	122
Bought for child in last 12 mo: doll accessories	2,914	4.3%	107
Bought for child in last 12 mo: doll clothing	2,890	4.3%	104
Bought for child in last 12 mo: educational toy	10,705	15.9%	117
Bought for child in last 12 mo: electronic game	7,576	11.2%	120
Bought for child in last 12 mo: mechanical toy	3,039	4.5%	113
Bought for child in last 12 mo: model kit/set	1,945	2.9%	112
Bought for child in last 12 mo: sound game	1,709	2.5%	90
Bought for child in last 12 mo: water toy	7,809	11.6%	121
Bought for child in last 12 mo: word game	2,649	3.9%	102
Bought book in last 12 months	38,806	57.5%	115
Bought 1-3 books in last 12 months	14,380	21.3%	108
Bought 4-9 books in last 12 months	11,971	17.7%	114
Bought 10+ books in last 12 months	12,454	18.5%	122
Bought paperback book in last 12 months	30,274	44.9%	119
Bought <3 paperback books in last 12 months	9,868	14.6%	113
Bought 3-6 paperback books in last 12 months	10,624	15.7%	120
Bought 7+ paperback books in last 12 months	9,785	14.5%	123
Bought hardcover book in last 12 months	22,606	33.5%	120
Bought <3 hardcover books in last 12 months	9,787	14.5%	118
Bought 3-5 hardcover books in last 12 months	6,468	9.6%	120
Bought 6+ hardcover books in last 12 months	6,350	9.4%	120
Bought book (fiction) in last 12 months	22,991	34.1%	121
Bought book (non-fiction) in last 12 months	20,572	30.5%	120
Bought biography in last 12 months	5,557	8.2%	113
Bought children's book in last 12 months	10,022	14.9%	117
Bought cookbook in last 12 months	8,440	12.5%	114
Bought desk dictionary in last 12 months	1,109	1.6%	81
Bought history book in last 12 months	5,886	8.7%	115
Bought mystery book in last 12 months	9,084	13.5%	120
Bought personal/business self-help book last 12 mo	6,526	9.7%	135
Bought religious book (not bible) last 12 months	5,693	8.4%	111
Bought romance book in last 12 months	4,738	7.0%	108
Bought science fiction book in last 12 months	3,448	5.1%	112
Bought book through book club in last 12 months	2,905	4.3%	99
Bought book at book store in last 12 months	27,539	40.8%	122
Bought book at Barnes & Noble in last 12 months	17,303	25.6%	130
Bought book at Borders in last 12 months	10,144	15.0%	135
Bought book at convenience store in last 12 months	1,293	1.9%	86
Bought book at department store in last 12 months	4,941	7.3%	96
Bought book at drug store in last 12 months	1,429	2.1%	93
Bought book through Internet in last 12 mo	8,678	12.9%	126
Bought book through mail order in last 12 months	1,990	3.0%	87
Bought book at supermarket in last 12 months	4,114	6.1%	117
Bought book at warehouse store in last 12 months	5,207	7.7%	133

Data Note: An MPI (Market Potential Index) measures the relative likelihood of the adults in the specified trade area to exhibit certain consumer behavior or purchasing patterns compared to the U.S. An MPI of 100 represents the U.S. average.

Source: These data are based upon national propensities to use various products and services, applied to local demographic composition. Usage data were collected by GfK MRI in a nationally representative survey of U.S. households. Esri forecasts for 2010 and 2015.

March 27, 2012

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Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	74.9%	Population	3,474	3,773
Exurbanites	25.1%	Households	1,153	1,259
Top Rung	0.0%	Families	997	1,083
Suburban Splendor	0.0%	Median Age	38.2	38.0
Connoisseurs	0.0%	Median Household Income	\$110,254	\$122,268
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		125	\$2,991.56	\$3,449,400
Men's		118	\$541.29	\$624,128
Women's		111	\$917.60	\$1,058,034
Children's		135	\$541.59	\$624,476
Footwear		85	\$352.59	\$406,552
Watches & Jewelry		194	\$376.31	\$433,901
Apparel Products and Services (1)		280	\$262.18	\$302,308
Computer				
Computers and Hardware for Home Use		183	\$351.21	\$404,958
Software and Accessories for Home Use		185	\$52.62	\$60,671
Entertainment & Recreation		186	\$6,001.94	\$6,920,488
Fees and Admissions		207	\$1,284.10	\$1,480,624
Membership Fees for Clubs (2)		204	\$333.49	\$384,525
Fees for Participant Sports, excl. Trips		203	\$216.81	\$249,985
Admission to Movie/Theatre/Opera/Ballet		190	\$287.69	\$331,721
Admission to Sporting Events, excl. Trips		221	\$131.62	\$151,759
Fees for Recreational Lessons		230	\$313.56	\$361,550
Dating Services		122	\$0.94	\$1,084
TV/Video/Audio		168	\$2,092.22	\$2,412,421
Community Antenna or Cable TV		157	\$1,135.51	\$1,309,293
Televisions		197	\$380.72	\$438,990
VCRs, Video Cameras, and DVD Players		179	\$36.35	\$41,915
Video Cassettes and DVDs		168	\$88.37	\$101,898
Video and Computer Game Hardware and Software		191	\$106.76	\$123,103
Satellite Dishes		201	\$2.54	\$2,927
Rental of Video Cassettes and DVDs		177	\$72.89	\$84,046
Streaming/Downloaded Video		188	\$2.63	\$3,035
Audio (3)		172	\$253.40	\$292,180
Rental and Repair of TV/Radio/Sound Equipment		172	\$13.04	\$15,033
Pets		220	\$947.41	\$1,092,399
Toys and Games (4)		179	\$259.95	\$299,730
Recreational Vehicles and Fees (5)		193	\$624.25	\$719,784
Sports/Recreation/Exercise Equipment (6)		155	\$280.88	\$323,866
Photo Equipment and Supplies (7)		193	\$199.37	\$229,886
Reading (8)		173	\$267.53	\$308,477
Catered Affairs (9)		188	\$46.23	\$53,301
Food		168	\$12,889.88	\$14,862,582
Food at Home		163	\$7,291.56	\$8,407,478
Bakery and Cereal Products		162	\$966.73	\$1,114,675
Meats, Poultry, Fish, and Eggs		161	\$1,670.87	\$1,926,589
Dairy Products		162	\$804.56	\$927,697
Fruits and Vegetables		165	\$1,292.26	\$1,490,028
Snacks and Other Food at Home (10)		164	\$2,557.14	\$2,948,490
Food Away from Home		174	\$5,598.32	\$6,455,104
Alcoholic Beverages		171	\$977.99	\$1,127,664
Nonalcoholic Beverages at Home		162	\$708.78	\$817,258

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	173	\$3,013.20	\$3,474,345
Vehicle Loans	177	\$8,726.46	\$10,061,981
Health			
Nonprescription Drugs	161	\$165.64	\$190,985
Prescription Drugs	148	\$739.28	\$852,417
Eyeglasses and Contact Lenses	177	\$136.05	\$156,875
Home			
Mortgage Payment and Basics (11)	218	\$20,387.34	\$23,507,474
Maintenance and Remodeling Services	214	\$4,239.08	\$4,887,838
Maintenance and Remodeling Materials (12)	191	\$711.09	\$819,919
Utilities, Fuel, and Public Services	162	\$7,336.57	\$8,459,379
Household Furnishings and Equipment			
Household Textiles (13)	185	\$246.11	\$283,774
Furniture	195	\$1,173.33	\$1,352,900
Floor Coverings	191	\$142.95	\$164,825
Major Appliances (14)	183	\$553.96	\$638,738
Housewares (15)	157	\$134.98	\$155,636
Small Appliances	166	\$54.50	\$62,843
Luggage	206	\$19.12	\$22,042
Telephones and Accessories	124	\$52.77	\$60,847
Household Operations			
Child Care	225	\$1,040.91	\$1,200,214
Lawn and Garden (16)	191	\$801.58	\$924,253
Moving/Storage/Freight Express	176	\$106.71	\$123,040
Housekeeping Supplies (17)	168	\$1,181.44	\$1,362,244
Insurance			
Owners and Renters Insurance	189	\$873.49	\$1,007,172
Vehicle Insurance	169	\$1,965.32	\$2,266,096
Life/Other Insurance	185	\$773.94	\$892,381
Health Insurance	157	\$3,038.60	\$3,503,639
Personal Care Products (18)	176	\$700.12	\$807,265
School Books and Supplies (19)	164	\$174.99	\$201,776
Smoking Products	128	\$546.39	\$630,006
Transportation			
Vehicle Purchases (Net Outlay) (20)	181	\$7,948.38	\$9,164,825
Gasoline and Motor Oil	165	\$4,731.57	\$5,455,703
Vehicle Maintenance and Repairs	173	\$1,632.10	\$1,881,885
Travel			
Airline Fares	203	\$932.70	\$1,075,442
Lodging on Trips	200	\$873.92	\$1,007,669
Auto/Truck/Van Rental on Trips	216	\$79.76	\$91,964
Food and Drink on Trips	192	\$837.15	\$965,272

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925
Longitude: -84.2566

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	26.5%	Population	38,094	40,129
Exurbanites	14.1%	Households	13,493	14,251
Suburban Splendor	13.5%	Families	10,604	11,145
In Style	10.2%	Median Age	37.9	37.8
Up and Coming Families	7.2%	Median Household Income	\$83,277	\$94,821
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		104	\$2,499.75	\$33,729,614
Men's		99	\$452.47	\$6,105,272
Women's		93	\$771.44	\$10,409,220
Children's		112	\$449.80	\$6,069,261
Footwear		72	\$299.01	\$4,034,656
Watches & Jewelry		156	\$303.28	\$4,092,256
Apparel Products and Services (1)		239	\$223.74	\$3,018,948
Computer				
Computers and Hardware for Home Use		151	\$289.33	\$3,904,043
Software and Accessories for Home Use		152	\$43.40	\$585,578
Entertainment & Recreation		154	\$4,971.03	\$67,075,185
Fees and Admissions		164	\$1,016.57	\$13,716,742
Membership Fees for Clubs (2)		163	\$266.36	\$3,594,063
Fees for Participant Sports, excl. Trips		162	\$172.60	\$2,328,981
Admission to Movie/Theatre/Opera/Ballet		155	\$235.04	\$3,171,440
Admission to Sporting Events, excl. Trips		171	\$101.96	\$1,375,823
Fees for Recreational Lessons		176	\$239.67	\$3,233,871
Dating Services		121	\$0.93	\$12,565
TV/Video/Audio		144	\$1,789.66	\$24,148,305
Community Antenna or Cable TV		139	\$1,004.95	\$13,560,003
Televisions		158	\$305.97	\$4,128,514
VCRs, Video Cameras, and DVD Players		149	\$30.25	\$408,182
Video Cassettes and DVDs		144	\$75.76	\$1,022,240
Video and Computer Game Hardware and Software		157	\$87.68	\$1,183,114
Satellite Dishes		161	\$2.03	\$27,370
Rental of Video Cassettes and DVDs		148	\$61.11	\$824,605
Streaming/Downloaded Video		152	\$2.13	\$28,747
Audio (3)		142	\$208.83	\$2,817,778
Rental and Repair of TV/Radio/Sound Equipment		145	\$10.95	\$147,753
Pets		185	\$794.00	\$10,713,670
Toys and Games (4)		150	\$217.96	\$2,941,013
Recreational Vehicles and Fees (5)		154	\$495.99	\$6,692,518
Sports/Recreation/Exercise Equipment (6)		125	\$226.67	\$3,058,451
Photo Equipment and Supplies (7)		157	\$162.11	\$2,187,422
Reading (8)		147	\$228.22	\$3,079,438
Catered Affairs (9)		162	\$39.84	\$537,626
Food		144	\$11,071.49	\$149,389,999
Food at Home		141	\$6,323.96	\$85,330,506
Bakery and Cereal Products		141	\$842.25	\$11,364,710
Meats, Poultry, Fish, and Eggs		141	\$1,456.61	\$19,654,395
Dairy Products		141	\$699.77	\$9,442,160
Fruits and Vegetables		142	\$1,111.69	\$15,000,276
Snacks and Other Food at Home (10)		142	\$2,213.63	\$29,868,965
Food Away from Home		148	\$4,747.54	\$64,059,493
Alcoholic Beverages		147	\$840.11	\$11,335,794
Nonalcoholic Beverages at Home		141	\$617.09	\$8,326,468

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	147	\$2,553.92	\$34,460,573
Vehicle Loans	149	\$7,315.32	\$98,707,125
Health			
Nonprescription Drugs	139	\$143.38	\$1,934,646
Prescription Drugs	135	\$671.95	\$9,066,724
Eyeglasses and Contact Lenses	150	\$115.63	\$1,560,194
Home			
Mortgage Payment and Basics (11)	170	\$15,907.87	\$214,648,301
Maintenance and Remodeling Services	168	\$3,338.21	\$45,043,148
Maintenance and Remodeling Materials (12)	156	\$581.04	\$7,840,057
Utilities, Fuel, and Public Services	142	\$6,441.59	\$86,917,693
Household Furnishings and Equipment			
Household Textiles (13)	152	\$202.48	\$2,732,066
Furniture	157	\$944.66	\$12,746,467
Floor Coverings	158	\$118.46	\$1,598,372
Major Appliances (14)	151	\$458.48	\$6,186,338
Housewares (15)	131	\$112.95	\$1,524,067
Small Appliances	144	\$47.09	\$635,428
Luggage	163	\$15.12	\$204,073
Telephones and Accessories	102	\$43.34	\$584,802
Household Operations			
Child Care	170	\$784.40	\$10,584,041
Lawn and Garden (16)	156	\$654.43	\$8,830,349
Moving/Storage/Freight Express	144	\$87.31	\$1,178,035
Housekeeping Supplies (17)	145	\$1,015.10	\$13,696,972
Insurance			
Owners and Renters Insurance	156	\$722.32	\$9,746,464
Vehicle Insurance	145	\$1,692.93	\$22,843,118
Life/Other Insurance	155	\$647.19	\$8,732,615
Health Insurance	139	\$2,690.98	\$36,309,890
Personal Care Products (18)	148	\$588.70	\$7,943,413
School Books and Supplies (19)	142	\$152.46	\$2,057,192
Smoking Products	125	\$534.23	\$7,208,526
Transportation			
Vehicle Purchases (Net Outlay) (20)	150	\$6,600.25	\$89,058,627
Gasoline and Motor Oil	143	\$4,111.59	\$55,478,586
Vehicle Maintenance and Repairs	147	\$1,386.73	\$18,711,410
Travel			
Airline Fares	162	\$742.40	\$10,017,401
Lodging on Trips	161	\$702.84	\$9,483,616
Auto/Truck/Van Rental on Trips	169	\$62.20	\$839,331
Food and Drink on Trips	157	\$681.32	\$9,193,198

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

- (1) Apparel Products and Services** includes material for making clothes, sewing patterns and notions, shoe repair and other shoe services, apparel laundry and dry cleaning, alteration, repair and tailoring of apparel, clothing rental and storage, and watch and jewelry repair.
- (2) Membership Fees for Clubs** includes membership fees for social, recreational, and civic clubs.
- (3) Audio** includes satellite radio service, sound components and systems, digital audio players, records, CDs, audio tapes, streaming/downloaded audio, tape recorders, radios, musical instruments and accessories, and rental and repair of musical instruments.
- (4) Toys and Games** includes toys, games, arts and crafts, tricycles, playground equipment, arcade games, and online entertainment and games.
- (5) Recreational Vehicles & Fees** includes docking and landing fees for boats and planes, purchase and rental of RVs or boats, and camp fees.
- (6) Sports/Recreation/Exercise Equipment** includes exercise equipment and gear, game tables, bicycles, camping equipment, hunting and fishing equipment, winter sports equipment, water sports equipment, other sports equipment, and rental/repair of sports/recreation/exercise equipment.
- (7) Photo Equipment and Supplies** includes film, film processing, photographic equipment, rental and repair of photo equipment, and photographer fees.
- (8) Reading** includes magazine and newspaper subscriptions, single copies of magazines and newspapers, and books.
- (9) Catered Affairs** includes expenses associated with live entertainment and rental of party supplies.
- (10) Snacks and Other Food at Home** includes candy, chewing gum, sugar, artificial sweeteners, jam, jelly, preserves, margarine, fat, oil, salad dressing, nondairy cream and milk, peanut butter, frozen prepared food, potato chips, nuts, salt, spices, seasonings, olives, pickles, relishes, sauces, gravy, other condiments, soup, prepared salad, prepared dessert, baby food, miscellaneous prepared food, and nonalcoholic beverages.
- (11) Mortgage Payment and Basics** includes mortgage interest, mortgage principal, property taxes, homeowners insurance, and ground rent.
- (12) Maintenance and Remodeling Materials** includes supplies/tools/equipment for painting and wallpapering, plumbing supplies and equipment, electrical/heating/AC supplies, materials for hard surface flooring, materials for roofing/gutters, materials for plaster/panel/siding, materials for patio/fence/brick work, landscaping materials, and insulation materials for owned homes.
- (13) Household Textiles** includes bathroom linens, bedroom linens, kitchen linens, dining room linens, other linens, curtains, draperies, slipcovers, decorative pillows, and materials for slipcovers and curtains.
- (14) Major Appliances** includes dishwashers, disposals, refrigerators, freezers, washers, dryers, stoves, ovens, microwaves, window air conditioners, electric floor cleaning equipment, sewing machines, and miscellaneous appliances.
- (15) Housewares** includes plastic dinnerware, china, flatware, glassware, serving pieces, nonelectric cookware, and tableware.
- (16) Lawn and Garden** includes lawn and garden supplies, equipment and care service, indoor plants, fresh flowers, and repair/rental of lawn and garden equipment.
- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
- (18) Personal Care Products** includes hair care products, nonelectric articles for hair, wigs, hairpieces, oral hygiene products, shaving needs, perfume, cosmetics, skincare, bath products, nail products, deodorant, feminine hygiene products, and personal care appliances.
- (19) School Books and Supplies** includes school books and supplies for college, elementary school, high school, and preschool.
- (20) Vehicle Purchases (Net Outlay)** includes net outlay for new and used cars, trucks, vans, motorcycles, and motor scooters.

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Top Tapestry Segments	Percent	Demographic Summary	2010	2015
Boomburbs	14.2%	Population	92,547	97,116
Suburban Splendor	12.6%	Households	33,994	35,739
Crossroads	8.3%	Families	25,341	26,487
Exurbanites	8.2%	Median Age	38.1	37.9
Cozy and Comfortable	6.9%	Median Household Income	\$75,984	\$84,764
		Spending Potential Index	Average Amount Spent	Total
Apparel and Services		98	\$2,338.22	\$79,486,281
Men's		92	\$422.57	\$14,365,049
Women's		87	\$724.36	\$24,624,016
Children's		104	\$416.89	\$14,172,037
Footwear		67	\$280.44	\$9,533,448
Watches & Jewelry		144	\$280.26	\$9,527,386
Apparel Products and Services (1)		228	\$213.69	\$7,264,346
Computer				
Computers and Hardware for Home Use		140	\$268.39	\$9,123,586
Software and Accessories for Home Use		141	\$40.19	\$1,366,340
Entertainment & Recreation		143	\$4,615.35	\$156,895,891
Fees and Admissions		151	\$933.39	\$31,729,960
Membership Fees for Clubs (2)		150	\$246.45	\$8,377,962
Fees for Participant Sports, excl. Trips		149	\$158.83	\$5,399,153
Admission to Movie/Theatre/Opera/Ballet		144	\$218.38	\$7,423,556
Admission to Sporting Events, excl. Trips		156	\$92.68	\$3,150,434
Fees for Recreational Lessons		158	\$216.13	\$7,347,178
Dating Services		121	\$0.93	\$31,677
TV/Video/Audio		136	\$1,688.24	\$57,390,648
Community Antenna or Cable TV		133	\$961.57	\$32,687,860
Televisions		146	\$281.81	\$9,579,810
VCRs, Video Cameras, and DVD Players		138	\$28.08	\$954,532
Video Cassettes and DVDs		135	\$71.05	\$2,415,125
Video and Computer Game Hardware and Software		145	\$81.10	\$2,756,915
Satellite Dishes		145	\$1.83	\$62,044
Rental of Video Cassettes and DVDs		138	\$56.81	\$1,931,079
Streaming/Downloaded Video		143	\$2.00	\$68,010
Audio (3)		132	\$193.74	\$6,585,983
Rental and Repair of TV/Radio/Sound Equipment		135	\$10.28	\$349,292
Pets		171	\$737.66	\$25,076,406
Toys and Games (4)		140	\$203.02	\$6,901,410
Recreational Vehicles and Fees (5)		138	\$444.26	\$15,102,231
Sports/Recreation/Exercise Equipment (6)		114	\$206.27	\$7,012,085
Photo Equipment and Supplies (7)		144	\$149.06	\$5,067,136
Reading (8)		139	\$216.01	\$7,343,102
Catered Affairs (9)		152	\$37.45	\$1,272,914
Food		136	\$10,454.16	\$355,382,462
Food at Home		134	\$5,994.51	\$203,779,454
Bakery and Cereal Products		134	\$799.67	\$27,184,295
Meats, Poultry, Fish, and Eggs		134	\$1,384.15	\$47,053,205
Dairy Products		133	\$663.27	\$22,547,503
Fruits and Vegetables		134	\$1,054.62	\$35,851,236
Snacks and Other Food at Home (10)		134	\$2,092.80	\$71,143,216
Food Away from Home		139	\$4,459.65	\$151,603,008
Alcoholic Beverages		139	\$795.31	\$27,035,931
Nonalcoholic Beverages at Home		134	\$584.70	\$19,876,530

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

	Spending Potential Index	Average Amount Spent	Total
Financial			
Investments	137	\$2,378.46	\$80,854,011
Vehicle Loans	138	\$6,767.99	\$230,073,291
Health			
Nonprescription Drugs	132	\$135.64	\$4,611,100
Prescription Drugs	130	\$649.90	\$22,092,803
Eyeglasses and Contact Lenses	141	\$108.47	\$3,687,253
Home			
Mortgage Payment and Basics (11)	154	\$14,447.71	\$491,140,378
Maintenance and Remodeling Services	154	\$3,051.01	\$103,717,220
Maintenance and Remodeling Materials (12)	143	\$530.59	\$18,037,082
Utilities, Fuel, and Public Services	135	\$6,130.39	\$208,398,464
Household Furnishings and Equipment			
Household Textiles (13)	141	\$187.50	\$6,374,040
Furniture	145	\$869.37	\$29,553,578
Floor Coverings	148	\$111.28	\$3,782,850
Major Appliances (14)	140	\$424.66	\$14,436,173
Housewares (15)	122	\$105.36	\$3,581,646
Small Appliances	136	\$44.53	\$1,513,665
Luggage	149	\$13.78	\$468,315
Telephones and Accessories	94	\$40.09	\$1,362,672
Household Operations			
Child Care	152	\$704.27	\$23,941,096
Lawn and Garden (16)	144	\$603.70	\$20,522,505
Moving/Storage/Freight Express	133	\$80.74	\$2,744,825
Housekeeping Supplies (17)	136	\$957.03	\$32,533,662
Insurance			
Owners and Renters Insurance	145	\$670.72	\$22,800,552
Vehicle Insurance	137	\$1,597.94	\$54,321,062
Life/Other Insurance	144	\$602.48	\$20,480,831
Health Insurance	134	\$2,586.90	\$87,940,003
Personal Care Products (18)	138	\$551.54	\$18,749,237
School Books and Supplies (19)	135	\$144.30	\$4,905,458
Smoking Products	122	\$522.96	\$17,777,729
Transportation			
Vehicle Purchases (Net Outlay) (20)	139	\$6,110.51	\$207,722,817
Gasoline and Motor Oil	135	\$3,865.96	\$131,420,682
Vehicle Maintenance and Repairs	138	\$1,300.77	\$44,218,732
Travel			
Airline Fares	149	\$683.27	\$23,227,464
Lodging on Trips	148	\$646.46	\$21,976,073
Auto/Truck/Van Rental on Trips	154	\$56.69	\$1,927,065
Food and Drink on Trips	144	\$628.91	\$21,379,435

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March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Retail Goods and Services Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925
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- (17) Housekeeping Supplies** includes soaps and laundry detergents, cleaning products, toilet tissue, paper towels, napkins, paper/plastic/foil products, stationery, giftwrap supplies, postage, and delivery services.
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Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015	
Population		3,474	3,773	
Households		1,153	1,259	
Families		997	1,083	
Median Age		38.2	38.0	
Median Household Income		\$110,254	\$122,268	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	145	\$6.93		\$7,986
Gasoline	165	\$4,622.31		\$5,329,723
Motor Oil	148	\$17.55		\$20,236
Vehicle Parts/Equipment and Accessories	156	\$87.44		\$100,820
Tire Purchase/Replacement	175	\$252.81		\$291,506
Vehicle Audio/Video Equipment and Installation	197	\$13.95		\$16,079
Vehicle Cleaning Products and Services	189	\$15.42		\$17,778
Services				
Auto Repair Service Policy	189	\$31.18		\$35,955
Membership Fees for Automobile Service Clubs	165	\$36.33		\$41,887
Global Positioning Services	183	\$4.64		\$5,348
Vehicle Air Conditioning Repair	182	\$32.09		\$37,004
Vehicle Body Work and Painting	170	\$64.72		\$74,625
Vehicle Brake Work	171	\$135.46		\$156,188
Vehicle Clutch/Transmission Repair	177	\$81.29		\$93,732
Vehicle Cooling System Repair	174	\$50.52		\$58,252
Vehicle Drive Shaft and Rear-end Repair	183	\$15.76		\$18,175
Vehicle Electrical System Repair	167	\$57.79		\$66,638
Vehicle Exhaust System Repair	167	\$22.44		\$25,875
Vehicle Front End Alignment/Wheel Balance & Rotation	168	\$31.06		\$35,812
Lube/Oil Change and Oil Filters	167	\$149.37		\$172,226
Vehicle Motor Repair/Replacement	179	\$164.50		\$189,677
Vehicle Motor Tune-up	191	\$117.90		\$135,942
Vehicle Shock Absorber Replacement	173	\$11.56		\$13,334
Vehicle Steering/Front End Repair	165	\$45.70		\$52,690
Tire Repair and Other Repair Work	171	\$111.54		\$128,614

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Households		13,493	14,251
Families		10,604	11,145
Median Age		37.9	37.8
Median Household Income		\$83,277	\$94,821
		Spending Potential Index	Average Amount Spent
Products			Total
Vehicle Coolant/Brake/Transmission Fluids	132	\$6.31	\$85,204
Gasoline	143	\$4,020.68	\$54,251,852
Motor Oil	133	\$15.81	\$213,333
Vehicle Parts/Equipment and Accessories	138	\$77.02	\$1,039,306
Tire Purchase/Replacement	148	\$213.43	\$2,879,862
Vehicle Audio/Video Equipment and Installation	156	\$11.04	\$148,971
Vehicle Cleaning Products and Services	153	\$12.47	\$168,207
Services			
Auto Repair Service Policy	155	\$25.51	\$344,184
Membership Fees for Automobile Service Clubs	143	\$31.44	\$424,272
Global Positioning Services	153	\$3.86	\$52,150
Vehicle Air Conditioning Repair	153	\$26.88	\$362,704
Vehicle Body Work and Painting	146	\$55.69	\$751,396
Vehicle Brake Work	148	\$117.06	\$1,579,553
Vehicle Clutch/Transmission Repair	147	\$67.53	\$911,203
Vehicle Cooling System Repair	147	\$42.84	\$578,025
Vehicle Drive Shaft and Rear-end Repair	151	\$13.06	\$176,232
Vehicle Electrical System Repair	145	\$50.05	\$675,283
Vehicle Exhaust System Repair	146	\$19.54	\$263,608
Vehicle Front End Alignment/Wheel Balance & Rotation	146	\$26.98	\$364,090
Lube/Oil Change and Oil Filters	145	\$129.62	\$1,749,026
Vehicle Motor Repair/Replacement	150	\$137.35	\$1,853,303
Vehicle Motor Tune-up	154	\$95.43	\$1,287,698
Vehicle Shock Absorber Replacement	147	\$9.84	\$132,720
Vehicle Steering/Front End Repair	144	\$39.97	\$539,285
Tire Repair and Other Repair Work	147	\$95.71	\$1,291,386

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Automotive Aftermarket Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

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Demographic Summary		2010	2015	
Population		92,547	97,116	
Households		33,994	35,739	
Families		25,341	26,487	
Median Age		38.1	37.9	
Median Household Income		\$75,984	\$84,764	
		Spending Potential Index	Average Amount Spent	Total
Products				
Vehicle Coolant/Brake/Transmission Fluids	126	\$6.00	\$204,006	
Gasoline	135	\$3,783.46	\$128,616,357	
Motor Oil	125	\$14.88	\$505,861	
Vehicle Parts/Equipment and Accessories	129	\$72.31	\$2,458,014	
Tire Purchase/Replacement	137	\$198.26	\$6,739,696	
Vehicle Audio/Video Equipment and Installation	142	\$10.10	\$343,214	
Vehicle Cleaning Products and Services	141	\$11.48	\$390,334	
Services				
Auto Repair Service Policy	143	\$23.61	\$802,631	
Membership Fees for Automobile Service Clubs	137	\$30.07	\$1,022,062	
Global Positioning Services	143	\$3.61	\$122,763	
Vehicle Air Conditioning Repair	144	\$25.34	\$861,428	
Vehicle Body Work and Painting	138	\$52.60	\$1,787,968	
Vehicle Brake Work	140	\$110.98	\$3,772,852	
Vehicle Clutch/Transmission Repair	136	\$62.44	\$2,122,707	
Vehicle Cooling System Repair	139	\$40.32	\$1,370,512	
Vehicle Drive Shaft and Rear-end Repair	140	\$12.11	\$411,753	
Vehicle Electrical System Repair	137	\$47.48	\$1,614,004	
Vehicle Exhaust System Repair	139	\$18.63	\$633,201	
Vehicle Front End Alignment/Wheel Balance & Rotation	137	\$25.46	\$865,639	
Lube/Oil Change and Oil Filters	136	\$122.04	\$4,148,809	
Vehicle Motor Repair/Replacement	139	\$127.88	\$4,347,039	
Vehicle Motor Tune-up	143	\$88.53	\$3,009,658	
Vehicle Shock Absorber Replacement	140	\$9.31	\$316,519	
Vehicle Steering/Front End Repair	137	\$37.97	\$1,290,867	
Tire Repair and Other Repair Work	139	\$90.63	\$3,080,826	

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March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		3,474	3,773
Households		1,153	1,259
Families		997	1,083
Median Age		38.2	38.0
Median Household Income		\$110,254	\$122,268
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	179	\$11,254.26	\$12,976,646
Savings Accounts	179	\$23,566.32	\$27,172,974
U.S. Savings Bonds	186	\$765.91	\$883,132
Stocks, Bonds & Mutual Funds	203	\$78,996.57	\$91,086,407
Annual Changes			
Checking Accounts	283	\$738.27	\$851,255
Savings Accounts	157	\$615.04	\$709,171
U.S. Savings Bonds	275	\$6.58	\$7,590
Earnings			
Dividends, Royalties, Estates, Trusts	187	\$1,841.25	\$2,123,038
Interest from Savings Accounts or Bonds	180	\$1,652.00	\$1,904,831
Retirement Plan Contributions	223	\$3,067.40	\$3,536,841
Liabilities			
Original Mortgage Amount	242	\$52,031.58	\$59,994,627
Vehicle Loan Amount 1	176	\$4,776.65	\$5,507,675
Amount Paid: Interest			
Home Mortgage	231	\$10,738.58	\$12,382,035
Lump Sum Home Equity Loan	207	\$268.93	\$310,085
New Car/Truck/Van Loan	191	\$398.87	\$459,911
Used Car/Truck/Van Loan	159	\$257.91	\$297,380
Amount Paid: Principal			
Home Mortgage	223	\$4,418.16	\$5,094,327
Lump Sum Home Equity Loan	194	\$324.95	\$374,679
New Car/Truck/Van Loan	192	\$2,136.32	\$2,463,268
Used Car/Truck/Van Loan	159	\$1,203.88	\$1,388,124
Checking Account and Banking Service Charges	164	\$45.44	\$52,394
Finance Charges, excluding Mortgage/Vehicle	176	\$432.00	\$498,117

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Financial Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Households		13,493	14,251
Families		10,604	11,145
Median Age		37.9	37.8
Median Household Income		\$83,277	\$94,821
		Spending Potential Index	Average Amount Spent
			Total
Assets			
Market Value			
Checking Accounts	151	\$9,103.00	\$122,828,647
Savings Accounts	151	\$19,872.98	\$268,150,381
U.S. Savings Bonds	155	\$639.31	\$8,626,379
Stocks, Bonds & Mutual Funds	165	\$64,383.61	\$868,741,683
Annual Changes			
Checking Accounts	200	\$520.77	\$7,026,853
Savings Accounts	142	\$553.34	\$7,466,296
U.S. Savings Bonds	190	\$4.53	\$61,123
Earnings			
Dividends, Royalties, Estates, Trusts	155	\$1,523.07	\$20,551,068
Interest from Savings Accounts or Bonds	151	\$1,382.34	\$18,652,178
Retirement Plan Contributions	173	\$2,373.09	\$32,020,564
Liabilities			
Original Mortgage Amount	179	\$38,427.75	\$518,513,729
Vehicle Loan Amount 1	147	\$4,008.83	\$54,091,954
Amount Paid: Interest			
Home Mortgage	175	\$8,145.62	\$109,910,611
Lump Sum Home Equity Loan	165	\$214.64	\$2,896,205
New Car/Truck/Van Loan	155	\$324.99	\$4,385,201
Used Car/Truck/Van Loan	140	\$227.29	\$3,066,866
Amount Paid: Principal			
Home Mortgage	173	\$3,422.36	\$46,178,598
Lump Sum Home Equity Loan	160	\$268.07	\$3,617,082
New Car/Truck/Van Loan	157	\$1,745.54	\$23,553,000
Used Car/Truck/Van Loan	140	\$1,062.42	\$14,335,398
Checking Account and Banking Service Charges	141	\$39.08	\$527,317
Finance Charges, excluding Mortgage/Vehicle	148	\$362.67	\$4,893,616

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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ECONOMIC DEVELOPMENT

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Demographic Summary		2010	2015
Population		92,547	97,116
Households		33,994	35,739
Families		25,341	26,487
Median Age		38.1	37.9
Median Household Income		\$75,984	\$84,764
	Spending Potential Index	Average Amount Spent	Total
Assets			
Market Value			
Checking Accounts	142	\$8,481.12	\$288,310,165
Savings Accounts	142	\$18,734.71	\$636,874,261
U.S. Savings Bonds	146	\$601.52	\$20,448,389
Stocks, Bonds & Mutual Funds	153	\$59,765.44	\$2,031,686,986
Annual Changes			
Checking Accounts	173	\$450.33	\$15,308,839
Savings Accounts	134	\$524.30	\$17,823,208
U.S. Savings Bonds	176	\$4.20	\$142,905
Earnings			
Dividends, Royalties, Estates, Trusts	146	\$1,433.88	\$48,743,837
Interest from Savings Accounts or Bonds	143	\$1,312.08	\$44,603,364
Retirement Plan Contributions	156	\$2,140.46	\$72,763,612
Liabilities			
Original Mortgage Amount	159	\$34,164.63	\$1,161,404,124
Vehicle Loan Amount 1	136	\$3,708.51	\$126,068,452
Amount Paid: Interest			
Home Mortgage	157	\$7,303.82	\$248,288,409
Lump Sum Home Equity Loan	151	\$196.71	\$6,686,885
New Car/Truck/Van Loan	143	\$299.23	\$10,172,167
Used Car/Truck/Van Loan	131	\$212.91	\$7,237,687
Amount Paid: Principal			
Home Mortgage	156	\$3,084.30	\$104,848,843
Lump Sum Home Equity Loan	148	\$248.32	\$8,441,493
New Car/Truck/Van Loan	145	\$1,608.61	\$54,683,796
Used Car/Truck/Van Loan	131	\$995.64	\$33,846,271
Checking Account and Banking Service Charges	133	\$36.83	\$1,252,051
Finance Charges, excluding Mortgage/Vehicle	138	\$339.25	\$11,532,524

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding. Annual change may be negative.

1 Vehicle Loan Amount is the amount of a loan for a car, truck, van, boat, camper, motorcycle, motor scooter, or moped, excluding interest.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

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Latitude: 39.22925
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2010 Housing Summary		2010 Demographic Summary	
Housing Units	1,195	Population	3,474
2010-2015 Percent Change	10.22%	Households	1,153
Percent Occupied	96.5%	Families	997
Percent Owner HHs	95.0%	Median Age	38.2
Median Home Value	\$238,320	Median Household Income	\$110,254
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	216	\$25,487.84	\$29,388,562
Mortgage Interest	231	\$10,738.58	\$12,382,035
Mortgage Principal	223	\$4,418.16	\$5,094,327
Property Taxes	193	\$4,264.54	\$4,917,199
Homeowners Insurance	191	\$860.01	\$991,630
Ground Rent	146	\$106.00	\$122,227
Maintenance and Remodeling Services	214	\$4,239.08	\$4,887,838
Maintenance and Remodeling Materials	191	\$711.09	\$819,919
Property Management and Security	176	\$150.39	\$173,407
Rented Dwellings	78	\$2,671.15	\$3,079,944
Rent	76	\$2,484.26	\$2,864,458
Rent Received as Pay	58	\$53.47	\$61,653
Renters' Insurance	103	\$13.48	\$15,539
Maintenance and Repair Services	98	\$20.84	\$24,031
Maintenance and Repair Materials	187	\$99.10	\$114,264
Owned Vacation Homes	210	\$974.17	\$1,123,258
Mortgage Payment	227	\$463.39	\$534,307
Property Taxes	189	\$213.27	\$245,905
Homeowners Insurance	185	\$27.40	\$31,589
Maintenance and Remodeling	203	\$235.83	\$271,920
Property Management and Security	200	\$34.29	\$39,537
Housing While Attending School	202	\$164.39	\$189,549
Household Operations	196	\$3,088.00	\$3,560,593
Child Care	225	\$1,040.91	\$1,200,214
Care for Elderly or Handicapped	169	\$121.68	\$140,307
Appliance Rental and Repair	183	\$44.47	\$51,279
Computer Information Services	176	\$428.82	\$494,445
Home Security System Services	214	\$55.91	\$64,465
Non-Apparel Household Laundry/Dry Cleaning	16	\$6.11	\$7,047
Housekeeping Services	219	\$335.76	\$387,149
Lawn and Garden	191	\$801.58	\$924,253
Moving/Storage/Freight Express	176	\$106.71	\$123,040
PC Repair (Personal Use)	169	\$14.98	\$17,273
Reupholstering/Furniture Repair	211	\$16.70	\$19,261
Termite/Pest Control	206	\$50.17	\$57,853
Water Softening Services	130	\$7.30	\$8,420
Internet Services Away from Home	183	\$4.89	\$5,637
Voice Over IP Service	151	\$10.09	\$11,637
Other Home Services (1)	183	\$41.91	\$48,318

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Branch Hill/Loveland
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	162	\$7,336.57	\$8,459,379
Bottled Gas	112	\$75.73	\$87,319
Electricity	161	\$2,734.29	\$3,152,751
Fuel Oil	97	\$109.08	\$125,769
Natural Gas	168	\$1,097.34	\$1,265,284
Telephone Services	159	\$2,304.56	\$2,657,252
Water and Other Public Services	184	\$1,006.91	\$1,161,006
Coal/Wood/Other Fuel	100	\$8.65	\$9,975
Housekeeping Supplies	168	\$1,181.43	\$1,362,244
Laundry and Cleaning Supplies	166	\$315.84	\$364,174
Postage and Stationery	169	\$346.07	\$399,032
Other HH Products (2)	170	\$519.52	\$599,034
Household Textiles	185	\$246.11	\$283,774
Bathroom Linens	175	\$31.06	\$35,810
Bedroom Linens	183	\$113.29	\$130,627
Kitchen and Dining Room Linens	188	\$5.80	\$6,685
Curtains and Draperies	201	\$57.98	\$66,852
Slipcovers, Decorative Pillows	188	\$8.05	\$9,287
Materials for Slipcovers/Curtains	175	\$26.74	\$30,827
Other Linens	183	\$3.20	\$3,686
Furniture	195	\$1,173.33	\$1,352,900
Mattresses and Box Springs	185	\$147.32	\$169,867
Other Bedroom Furniture	201	\$215.50	\$248,481
Sofas	183	\$277.66	\$320,159
Living Room Tables and Chairs	188	\$156.13	\$180,029
Kitchen, Dining Room Furniture	203	\$125.94	\$145,218
Infant Furniture	202	\$22.59	\$26,050
Outdoor Furniture	214	\$57.04	\$65,769
Wall Units, Cabinets, Other Furniture (3)	215	\$171.13	\$197,323
Major Appliances	183	\$553.96	\$638,738
Dishwashers and Disposals	193	\$52.78	\$60,854
Refrigerators and Freezers	188	\$154.47	\$178,107
Clothes Washers	189	\$94.45	\$108,909
Clothes Dryers	188	\$71.61	\$82,567
Cooking Stoves and Ovens	187	\$88.54	\$102,087
Microwave Ovens	164	\$20.90	\$24,104
Window Air Conditioners	112	\$7.87	\$9,071
Electric Floor Cleaning Equipment	167	\$37.51	\$43,255
Sewing Machines and Miscellaneous Appliances	160	\$25.83	\$29,782

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	191	\$142.95	\$164,825
Housewares	157	\$134.98	\$155,636
Small Appliances	166	\$54.50	\$62,843
Window Coverings	249	\$96.89	\$111,719
Lamps and Other Lighting Fixtures	201	\$47.35	\$54,601
Infant Equipment	49	\$10.00	\$11,526
Rental of Furniture	89	\$4.14	\$4,770
Laundry and Cleaning Equipment	168	\$37.39	\$43,110
Closet and Storage Items	36	\$9.12	\$10,515
Luggage	206	\$19.12	\$22,042
Clocks and Other Household Decoratives	56	\$114.58	\$132,114
Telephones and Accessories	124	\$52.77	\$60,847
Telephone Answering Devices	157	\$1.32	\$1,518
Grills and Outdoor Equipment	53	\$28.21	\$32,522
Power Tools	162	\$51.96	\$59,914
Hand Tools	169	\$17.39	\$20,055
Office Furniture/Equipment for Home Use	213	\$34.82	\$40,145
Computers and Hardware for Home Use	183	\$351.21	\$404,958
Software and Accessories for Home Use	185	\$52.62	\$60,671
Other Household Items (4)	174	\$180.14	\$207,713

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	14,154	Population	38,094
2010-2015 Percent Change	6.57%	Households	13,493
Percent Occupied	95.3%	Families	10,604
Percent Owner HHs	83.5%	Median Age	37.9
Median Home Value	\$196,126	Median Household Income	\$83,277
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	169	\$19,955.17	\$269,259,282
Mortgage Interest	175	\$8,145.62	\$109,910,611
Mortgage Principal	173	\$3,422.36	\$46,178,598
Property Taxes	160	\$3,537.55	\$47,732,923
Homeowners Insurance	157	\$708.17	\$9,555,439
Ground Rent	131	\$95.34	\$1,286,394
Maintenance and Remodeling Services	168	\$3,338.21	\$45,043,148
Maintenance and Remodeling Materials	156	\$581.04	\$7,840,057
Property Management and Security	148	\$126.61	\$1,708,322
Rented Dwellings	93	\$3,190.49	\$43,050,019
Rent	92	\$3,004.89	\$40,545,664
Rent Received as Pay	81	\$73.97	\$998,092
Renters' Insurance	109	\$14.21	\$191,729
Maintenance and Repair Services	103	\$21.91	\$295,634
Maintenance and Repair Materials	142	\$75.51	\$1,018,901
Owned Vacation Homes	167	\$776.03	\$10,471,099
Mortgage Payment	175	\$357.15	\$4,819,114
Property Taxes	158	\$177.90	\$2,400,385
Homeowners Insurance	155	\$22.99	\$310,276
Maintenance and Remodeling	164	\$190.32	\$2,568,020
Property Management and Security	162	\$27.67	\$373,303
Housing While Attending School	167	\$136.29	\$1,838,929
Household Operations	156	\$2,461.59	\$33,214,693
Child Care	170	\$784.40	\$10,584,041
Care for Elderly or Handicapped	152	\$109.41	\$1,476,274
Appliance Rental and Repair	153	\$37.16	\$501,461
Computer Information Services	149	\$362.45	\$4,890,563
Home Security System Services	168	\$43.93	\$592,788
Non-Apparel Household Laundry/Dry Cleaning	16	\$6.20	\$83,601
Housekeeping Services	167	\$255.86	\$3,452,344
Lawn and Garden	156	\$654.43	\$8,830,349
Moving/Storage/Freight Express	144	\$87.31	\$1,178,035
PC Repair (Personal Use)	143	\$12.60	\$170,075
Reupholstering/Furniture Repair	165	\$13.06	\$176,188
Termite/Pest Control	162	\$39.35	\$530,956
Water Softening Services	126	\$7.06	\$95,210
Internet Services Away from Home	153	\$4.08	\$55,047
Voice Over IP Service	138	\$9.18	\$123,913
Other Home Services (1)	153	\$34.96	\$471,742

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Branch Hill/Loveland
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	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	142	\$6,441.59	\$86,917,693
Bottled Gas	115	\$77.74	\$1,048,981
Electricity	142	\$2,402.65	\$32,419,486
Fuel Oil	113	\$126.08	\$1,701,226
Natural Gas	147	\$964.13	\$13,009,162
Telephone Services	140	\$2,026.83	\$27,348,439
Water and Other Public Services	153	\$835.25	\$11,270,267
Coal/Wood/Other Fuel	107	\$9.23	\$124,477
Housekeeping Supplies	145	\$1,015.10	\$13,696,972
Laundry and Cleaning Supplies	143	\$272.50	\$3,676,933
Postage and Stationery	145	\$296.42	\$3,999,611
Other HH Products (2)	146	\$446.26	\$6,021,432
Household Textiles	152	\$202.48	\$2,732,066
Bathroom Linens	148	\$26.27	\$354,484
Bedroom Linens	151	\$93.68	\$1,263,980
Kitchen and Dining Room Linens	154	\$4.76	\$64,293
Curtains and Draperies	159	\$45.82	\$618,312
Slipcovers, Decorative Pillows	154	\$6.57	\$88,668
Materials for Slipcovers/Curtains	149	\$22.74	\$306,801
Other Linens	151	\$2.65	\$35,727
Furniture	157	\$944.66	\$12,746,467
Mattresses and Box Springs	150	\$119.78	\$1,616,203
Other Bedroom Furniture	158	\$169.90	\$2,292,486
Sofas	152	\$230.84	\$3,114,740
Living Room Tables and Chairs	155	\$128.53	\$1,734,210
Kitchen, Dining Room Furniture	161	\$99.76	\$1,346,113
Infant Furniture	160	\$17.80	\$240,195
Outdoor Furniture	171	\$45.56	\$614,720
Wall Units, Cabinets, Other Furniture (3)	167	\$132.57	\$1,788,733
Major Appliances	151	\$458.48	\$6,186,338
Dishwashers and Disposals	156	\$42.62	\$575,101
Refrigerators and Freezers	153	\$125.54	\$1,693,912
Clothes Washers	154	\$77.12	\$1,040,567
Clothes Dryers	154	\$58.93	\$795,089
Cooking Stoves and Ovens	155	\$73.03	\$985,375
Microwave Ovens	142	\$18.18	\$245,245
Window Air Conditioners	114	\$8.00	\$108,002
Electric Floor Cleaning Equipment	142	\$32.09	\$433,033
Sewing Machines and Miscellaneous Appliances	143	\$23.01	\$310,457

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CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

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	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	158	\$118.46	\$1,598,372
Housewares	131	\$112.95	\$1,524,067
Small Appliances	144	\$47.09	\$635,428
Window Coverings	181	\$70.32	\$948,880
Lamps and Other Lighting Fixtures	161	\$37.97	\$512,349
Infant Equipment	41	\$8.21	\$110,770
Rental of Furniture	101	\$4.68	\$63,204
Laundry and Cleaning Equipment	144	\$32.11	\$433,253
Closet and Storage Items	30	\$7.59	\$102,435
Luggage	163	\$15.12	\$204,073
Clocks and Other Household Decoratives	45	\$92.71	\$1,250,900
Telephones and Accessories	102	\$43.34	\$584,802
Telephone Answering Devices	140	\$1.18	\$15,884
Grills and Outdoor Equipment	42	\$22.29	\$300,803
Power Tools	137	\$43.88	\$592,075
Hand Tools	143	\$14.72	\$198,652
Office Furniture/Equipment for Home Use	166	\$27.22	\$367,315
Computers and Hardware for Home Use	151	\$289.33	\$3,904,043
Software and Accessories for Home Use	152	\$43.40	\$585,578
Other Household Items (4)	147	\$152.54	\$2,058,182

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

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2010 Housing Summary		2010 Demographic Summary	
Housing Units	36,095	Population	92,547
2010-2015 Percent Change	6.04%	Households	33,994
Percent Occupied	94.2%	Families	25,341
Percent Owner HHs	78.1%	Median Age	38.1
Median Home Value	\$171,242	Median Household Income	\$75,984
	Spending Potential Index	Average Amount Spent	Total
Owned Dwellings	154	\$18,151.56	\$617,050,452
Mortgage Interest	157	\$7,303.82	\$248,288,409
Mortgage Principal	156	\$3,084.30	\$104,848,843
Property Taxes	150	\$3,311.30	\$112,565,448
Homeowners Insurance	146	\$655.87	\$22,295,945
Ground Rent	127	\$91.97	\$3,126,511
Maintenance and Remodeling Services	154	\$3,051.01	\$103,717,220
Maintenance and Remodeling Materials	143	\$530.59	\$18,037,082
Property Management and Security	144	\$122.81	\$4,174,996
Rented Dwellings	101	\$3,470.10	\$117,963,737
Rent	101	\$3,283.63	\$111,624,782
Rent Received as Pay	90	\$82.66	\$2,810,137
Renters' Insurance	114	\$14.83	\$503,973
Maintenance and Repair Services	105	\$22.26	\$756,601
Maintenance and Repair Materials	126	\$66.72	\$2,268,243
Owned Vacation Homes	154	\$715.64	\$24,327,637
Mortgage Payment	159	\$323.38	\$10,992,966
Property Taxes	149	\$168.13	\$5,715,562
Homeowners Insurance	148	\$21.87	\$743,576
Maintenance and Remodeling	152	\$176.32	\$5,994,005
Property Management and Security	151	\$25.93	\$881,529
Housing While Attending School	154	\$125.48	\$4,265,470
Household Operations	143	\$2,262.36	\$76,907,434
Child Care	152	\$704.27	\$23,941,096
Care for Elderly or Handicapped	148	\$106.87	\$3,632,840
Appliance Rental and Repair	143	\$34.86	\$1,184,920
Computer Information Services	139	\$339.66	\$11,546,674
Home Security System Services	154	\$40.36	\$1,372,049
Non-Apparel Household Laundry/Dry Cleaning	17	\$6.35	\$215,885
Housekeeping Services	152	\$233.30	\$7,930,926
Lawn and Garden	144	\$603.70	\$20,522,505
Moving/Storage/Freight Express	133	\$80.74	\$2,744,825
PC Repair (Personal Use)	134	\$11.80	\$401,253
Reupholstering/Furniture Repair	151	\$12.00	\$407,764
Termite/Pest Control	147	\$35.91	\$1,220,721
Water Softening Services	119	\$6.67	\$226,891
Internet Services Away from Home	143	\$3.81	\$129,631
Voice Over IP Service	136	\$9.06	\$308,147
Other Home Services (1)	144	\$33.04	\$1,123,315

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925
Longitude: -84.2566

	Spending Potential Index	Average Amount Spent	Total
Utilities, Fuels, Public Services	135	\$6,130.39	\$208,398,464
Bottled Gas	109	\$73.79	\$2,508,301
Electricity	135	\$2,282.85	\$77,604,079
Fuel Oil	120	\$134.44	\$4,570,099
Natural Gas	141	\$923.67	\$31,399,696
Telephone Services	133	\$1,927.79	\$65,534,019
Water and Other Public Services	142	\$778.89	\$26,477,789
Coal/Wood/Other Fuel	102	\$8.84	\$300,421
Housekeeping Supplies	136	\$957.03	\$32,533,662
Laundry and Cleaning Supplies	135	\$257.06	\$8,738,705
Postage and Stationery	137	\$279.05	\$9,485,989
Other HH Products (2)	137	\$420.90	\$14,308,067
Household Textiles	141	\$187.50	\$6,374,040
Bathroom Linens	139	\$24.59	\$836,053
Bedroom Linens	140	\$87.02	\$2,958,256
Kitchen and Dining Room Linens	143	\$4.41	\$149,888
Curtains and Draperies	145	\$41.77	\$1,420,056
Slipcovers, Decorative Pillows	143	\$6.13	\$208,305
Materials for Slipcovers/Curtains	138	\$21.08	\$716,761
Other Linens	142	\$2.49	\$84,530
Furniture	145	\$869.37	\$29,553,578
Mattresses and Box Springs	138	\$110.45	\$3,754,534
Other Bedroom Furniture	144	\$154.94	\$5,267,084
Sofas	142	\$215.33	\$7,319,900
Living Room Tables and Chairs	144	\$119.23	\$4,053,253
Kitchen, Dining Room Furniture	148	\$91.50	\$3,110,315
Infant Furniture	146	\$16.27	\$552,920
Outdoor Furniture	156	\$41.72	\$1,418,095
Wall Units, Cabinets, Other Furniture (3)	151	\$119.92	\$4,076,575
Major Appliances	140	\$424.66	\$14,436,173
Dishwashers and Disposals	143	\$39.22	\$1,333,221
Refrigerators and Freezers	141	\$115.55	\$3,928,144
Clothes Washers	142	\$71.00	\$2,413,471
Clothes Dryers	143	\$54.42	\$1,850,124
Cooking Stoves and Ovens	143	\$67.57	\$2,297,085
Microwave Ovens	136	\$17.32	\$588,803
Window Air Conditioners	113	\$7.96	\$270,657
Electric Floor Cleaning Equipment	132	\$29.68	\$1,009,102
Sewing Machines and Miscellaneous Appliances	136	\$21.92	\$745,142

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

House and Home Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

	Spending Potential Index	Average Amount Spent	Total
Household Items			
Floor Coverings	148	\$111.28	\$3,782,850
Housewares	122	\$105.36	\$3,581,646
Small Appliances	136	\$44.53	\$1,513,665
Window Coverings	159	\$61.77	\$2,099,748
Lamps and Other Lighting Fixtures	148	\$34.90	\$1,186,315
Infant Equipment	38	\$7.59	\$257,866
Rental of Furniture	105	\$4.86	\$165,224
Laundry and Cleaning Equipment	135	\$30.16	\$1,025,429
Closet and Storage Items	28	\$7.07	\$240,479
Luggage	149	\$13.78	\$468,315
Clocks and Other Household Decoratives	42	\$85.40	\$2,903,249
Telephones and Accessories	94	\$40.09	\$1,362,672
Telephone Answering Devices	134	\$1.12	\$38,157
Grills and Outdoor Equipment	39	\$20.33	\$691,141
Power Tools	127	\$40.60	\$1,380,186
Hand Tools	134	\$13.78	\$468,363
Office Furniture/Equipment for Home Use	151	\$24.70	\$839,578
Computers and Hardware for Home Use	140	\$268.39	\$9,123,586
Software and Accessories for Home Use	141	\$40.19	\$1,366,340
Other Household Items (4)	137	\$142.33	\$4,838,555

(1) Other Home Services include miscellaneous home services and small repair jobs not already specified.

(2) Other HH Products includes paper towels, napkins, toilet tissue, facial tissue, and miscellaneous household products, such as paper, plastic and foil products.

(3) Wall Units Cabinets and Other Furniture includes modular wall units, shelves or cabinets, and other living room, family or recreation room furniture including desks.

(4) Other Household Items includes the purchase/rental of smoke alarms and detectors for owned and rented homes, other household appliances for owned and rented homes, curtain and drapery hardware, rope, portable ladders, sheds, non-permanent shelves and shelving, Personal Digital Assistants, and miscellaneous household

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Medical Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		3,474	3,773
Households		1,153	1,259
Families		997	1,083
Median Household Income		\$110,254	\$122,268
Males per 100 Females		97.2	97.7
Population By Age			
Population <5 Years		8.7%	8.6%
Population 5-17 Years		22.2%	22.1%
Population 65+ Years		8.1%	9.4%
Median Age		38.2	38.0
		Spending Potential Index	Average Amount Spent
			Total
Health Care		160	\$5,962.11
			\$6,874,571
Medical Care		163	\$2,923.50
			\$3,370,917
Physician Services		175	\$397.45
Dental Services		174	\$567.22
Eyecare Services		175	\$87.66
Lab Tests, X-Rays		169	\$93.08
Hospital Room and Hospital Services		173	\$236.95
Convalescent or Nursing Home Care		130	\$30.13
Other Medical services (1)		181	\$202.43
Nonprescription Drugs		161	\$165.64
Prescription Drugs		148	\$739.28
Nonprescription Vitamins		161	\$91.24
Medicare Prescription Drug Premium		107	\$53.20
Eyeglasses and Contact Lenses		177	\$136.05
Hearing Aids		121	\$26.33
Medical Equipment for General Use		194	\$12.28
Other Medical Supplies (2)		165	\$84.56
			\$97,500
Health Insurance		157	\$3,038.60
			\$3,503,639
Blue Cross/Blue Shield		171	\$958.88
Commercial Health Insurance		186	\$693.98
Health Maintenance Organization		171	\$569.05
Medicare Payments		113	\$467.12
Long Term Care Insurance		159	\$132.66
Other Health Insurance (3)		129	\$216.91
			\$250,104

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012

Made with Esri Business Analyst



Medical Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Households		13,493	14,251
Families		10,604	11,145
Median Household Income		\$83,277	\$94,821
Males per 100 Females		96.8	97.3
Population By Age			
Population <5 Years		7.8%	7.7%
Population 5-17 Years		21.0%	20.9%
Population 65+ Years		9.4%	10.8%
Median Age		37.9	37.8
	Spending Potential Index	Average Amount Spent	Total
Health Care	140	\$5,234.09	\$70,624,664
Medical Care	142	\$2,543.30	\$34,317,249
Physician Services	148	\$335.66	\$4,529,075
Dental Services	148	\$480.17	\$6,478,971
Eyecare Services	148	\$73.93	\$997,602
Lab Tests, X-Rays	146	\$80.32	\$1,083,773
Hospital Room and Hospital Services	147	\$201.39	\$2,717,338
Convalescent or Nursing Home Care	119	\$27.36	\$369,214
Other Medical services (1)	152	\$170.03	\$2,294,279
Nonprescription Drugs	139	\$143.38	\$1,934,646
Prescription Drugs	135	\$671.95	\$9,066,724
Nonprescription Vitamins	141	\$79.69	\$1,075,340
Medicare Prescription Drug Premium	110	\$54.89	\$740,624
Eyeglasses and Contact Lenses	150	\$115.63	\$1,560,194
Hearing Aids	117	\$25.44	\$343,331
Medical Equipment for General Use	157	\$9.95	\$134,203
Other Medical Supplies (2)	144	\$73.45	\$991,037
Health Insurance	139	\$2,690.97	\$36,309,890
Blue Cross/Blue Shield	147	\$825.02	\$11,132,116
Commercial Health Insurance	155	\$580.37	\$7,831,080
Health Maintenance Organization	147	\$489.46	\$6,604,403
Medicare Payments	114	\$471.94	\$6,367,956
Long Term Care Insurance	140	\$116.81	\$1,576,150
Other Health Insurance (3)	123	\$207.57	\$2,800,815

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



Medical Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz
Latitude: 39.22925
Longitude: -84.2566

Demographic Summary		2010	2015
Population		92,547	97,116
Households		33,994	35,739
Families		25,341	26,487
Median Household Income		\$75,984	\$84,764
Males per 100 Females		95.6	95.9
Population By Age			
Population <5 Years		7.4%	7.3%
Population 5-17 Years		19.7%	19.5%
Population 65+ Years		11.2%	12.9%
Median Age		38.1	37.9
	Spending Potential Index	Average Amount Spent	Total
Health Care	134	\$5,002.75	\$170,065,166
Medical Care	135	\$2,415.78	\$82,122,824
Physician Services	138	\$312.95	\$10,638,564
Dental Services	139	\$452.79	\$15,392,364
Eyecare Services	138	\$69.17	\$2,351,505
Lab Tests, X-Rays	136	\$74.80	\$2,542,934
Hospital Room and Hospital Services	137	\$188.02	\$6,391,542
Convalescent or Nursing Home Care	124	\$28.58	\$971,475
Other Medical services (1)	141	\$157.42	\$5,351,528
Nonprescription Drugs	132	\$135.64	\$4,611,100
Prescription Drugs	130	\$649.90	\$22,092,803
Nonprescription Vitamins	134	\$76.04	\$2,584,954
Medicare Prescription Drug Premium	115	\$57.27	\$1,947,015
Eyeglasses and Contact Lenses	141	\$108.47	\$3,687,253
Hearing Aids	118	\$25.58	\$869,632
Medical Equipment for General Use	145	\$9.19	\$312,524
Other Medical Supplies (2)	137	\$69.97	\$2,378,462
Health Insurance	134	\$2,586.90	\$87,940,003
Blue Cross/Blue Shield	139	\$778.67	\$26,470,368
Commercial Health Insurance	144	\$538.95	\$18,321,360
Health Maintenance Organization	139	\$461.97	\$15,704,398
Medicare Payments	118	\$488.39	\$16,602,360
Long Term Care Insurance	135	\$113.05	\$3,843,180
Other Health Insurance (3)	122	\$205.79	\$6,995,825

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

(1) Other Medical Services includes Services by Medical Professionals other than Physicians, Nursing Services, Therapeutic Treatments, Blood Donation, Ambulance, Emergency Room, and Outpatient Hospital Services

(2) Other Medical Supplies includes Topicals, Dressings, Supportive and Convalescent Medical Equipment, Rental of Medical Equipment for General Use, and Rental of Supportive and Convalescent Medical Equipment.

(3) Other Health Insurance includes Medicare Supplements and Other Health Insurance excluding Blue Cross/Blue Shield.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor statistics

March 27, 2012



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 1 mile radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		3,474	3,773
Households		1,153	1,259
Families		997	1,083
Median Age		38.2	38.0
Median Household Income		\$110,254	\$122,268
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	207	\$1284.10	\$1,480,624
Admission to Movies, Theater, Opera, Ballet	190	\$287.69	\$331,721
Admission to Sporting Events, excl.Trips	221	\$131.62	\$151,759
Fees for Participant Sports, excl.Trips	203	\$216.80	\$249,985
Fees for Recreational Lessons	230	\$313.56	\$361,550
Membership Fees for Social/Recreation/Civic Clubs	204	\$333.49	\$384,525
Dating Services	122	\$0.94	\$1,084
Rental of Video Cassettes and DVDs	177	\$72.89	\$84,046
Toys & Games	179	\$259.95	\$299,730
Toys and Playground Equipment	179	\$253.15	\$291,888
Play Arcade Pinball/Video Games	148	\$2.79	\$3,216
Online Entertainment and Games	173	\$4.01	\$4,625
Recreational Vehicles and Fees	193	\$624.25	\$719,784
Docking and Landing Fees for Boats and Planes	191	\$13.51	\$15,577
Camp Fees	218	\$62.83	\$72,450
Purchase of RVs or Boats	190	\$529.57	\$610,618
Rental of RVs or Boats	214	\$18.33	\$21,138
Sports, Recreation and Exercise Equipment	155	\$280.88	\$323,866
Exercise Equipment and Gear, Game Tables	169	\$138.35	\$159,527
Bicycles	195	\$38.55	\$44,445
Camping Equipment	78	\$11.31	\$13,044
Hunting and Fishing Equipment	108	\$41.59	\$47,951
Winter Sports Equipment	208	\$13.44	\$15,500
Water Sports Equipment	170	\$11.31	\$13,046
Other Sports Equipment	190	\$17.96	\$20,705
Rental/Repair of Sports/Recreation/Exercise Equipment	209	\$8.37	\$9,647
Photographic Equipment and Supplies	193	\$199.37	\$229,886
Film	157	\$11.56	\$13,335
Film Processing	179	\$40.11	\$46,253
Photographic Equipment	195	\$83.33	\$96,079
Photographer Fees/Other Supplies & Equip Rental/Repair	208	\$64.37	\$74,218
Reading	173	\$267.53	\$308,477
Magazine/Newspaper Subscriptions	169	\$106.82	\$123,166
Magazine/Newspaper Single Copies	146	\$28.02	\$32,308
Books	183	\$132.69	\$153,001

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 3 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		38,094	40,129
Households		13,493	14,251
Families		10,604	11,145
Median Age		37.9	37.8
Median Household Income		\$83,277	\$94,821
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	164	\$1016.57	\$13,716,742
Admission to Movies, Theater, Opera, Ballet	155	\$235.04	\$3,171,440
Admission to Sporting Events, excl.Trips	171	\$101.96	\$1,375,823
Fees for Participant Sports, excl.Trips	162	\$172.60	\$2,328,981
Fees for Recreational Lessons	176	\$239.67	\$3,233,871
Membership Fees for Social/Recreation/Civic Clubs	163	\$266.36	\$3,594,063
Dating Services	121	\$0.93	\$12,565
Rental of Video Cassettes and DVDs	148	\$61.11	\$824,605
Toys & Games	150	\$217.96	\$2,941,013
Toys and Playground Equipment	150	\$212.09	\$2,861,794
Play Arcade Pinball/Video Games	135	\$2.55	\$34,404
Online Entertainment and Games	144	\$3.34	\$45,031
Recreational Vehicles and Fees	154	\$495.99	\$6,692,518
Docking and Landing Fees for Boats and Planes	162	\$11.49	\$154,970
Camp Fees	173	\$50.00	\$674,687
Purchase of RVs or Boats	151	\$420.47	\$5,673,471
Rental of RVs or Boats	164	\$14.07	\$189,838
Sports, Recreation and Exercise Equipment	125	\$226.67	\$3,058,451
Exercise Equipment and Gear, Game Tables	134	\$110.29	\$1,488,180
Bicycles	159	\$31.42	\$423,901
Camping Equipment	64	\$9.22	\$124,461
Hunting and Fishing Equipment	90	\$34.57	\$466,468
Winter Sports Equipment	158	\$10.18	\$137,351
Water Sports Equipment	147	\$9.84	\$132,726
Other Sports Equipment	156	\$14.73	\$198,816
Rental/Repair of Sports/Recreation/Exercise Equipment	161	\$6.43	\$86,766
Photographic Equipment and Supplies	157	\$162.11	\$2,187,422
Film	139	\$10.27	\$138,555
Film Processing	150	\$33.74	\$455,204
Photographic Equipment	157	\$67.35	\$908,826
Photographer Fees/Other Supplies & Equip Rental/Repair	164	\$50.76	\$684,964
Reading	147	\$228.22	\$3,079,438
Magazine/Newspaper Subscriptions	146	\$92.63	\$1,249,889
Magazine/Newspaper Single Copies	134	\$25.69	\$346,607
Books	152	\$109.92	\$1,483,163

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

Made with Esri Business Analyst



CLERMONT COUNTY, OHIO
ECONOMIC DEVELOPMENT

Recreation Expenditures

Branch Hill/Loveland
6534 Hill Guinea Pike, Loveland, OH, 45140
Ring: 5 miles radius

www.ClermontCountyOhio.biz

Latitude: 39.22925

Longitude: -84.2566

Demographic Summary		2010	2015
Population		92,547	97,116
Households		33,994	35,739
Families		25,341	26,487
Median Age		38.1	37.9
Median Household Income		\$75,984	\$84,764
	Spending Potential Index	Average Amount Spent	Total
Entertainment/Recreation Fees and Admissions	151	\$933.39	\$31,729,960
Admission to Movies, Theater, Opera, Ballet	144	\$218.38	\$7,423,556
Admission to Sporting Events, excl.Trips	156	\$92.68	\$3,150,434
Fees for Participant Sports, excl.Trips	149	\$158.83	\$5,399,153
Fees for Recreational Lessons	158	\$216.13	\$7,347,178
Membership Fees for Social/Recreation/Civic Clubs	150	\$246.45	\$8,377,962
Dating Services	121	\$0.93	\$31,677
Rental of Video Cassettes and DVDs	138	\$56.81	\$1,931,079
Toys & Games	140	\$203.02	\$6,901,410
Toys and Playground Equipment	140	\$197.40	\$6,710,483
Play Arcade Pinball/Video Games	131	\$2.48	\$84,313
Online Entertainment and Games	135	\$3.13	\$106,420
Recreational Vehicles and Fees	138	\$444.26	\$15,102,231
Docking and Landing Fees for Boats and Planes	152	\$10.80	\$367,281
Camp Fees	158	\$45.61	\$1,550,384
Purchase of RVs or Boats	135	\$375.16	\$12,753,214
Rental of RVs or Boats	148	\$12.67	\$430,854
Sports, Recreation and Exercise Equipment	114	\$206.27	\$7,012,085
Exercise Equipment and Gear, Game Tables	122	\$100.24	\$3,407,563
Bicycles	146	\$28.85	\$980,629
Camping Equipment	58	\$8.39	\$285,246
Hunting and Fishing Equipment	82	\$31.47	\$1,069,682
Winter Sports Equipment	138	\$8.94	\$304,018
Water Sports Equipment	136	\$9.08	\$308,746
Other Sports Equipment	143	\$13.54	\$460,451
Rental/Repair of Sports/Recreation/Exercise Equipment	144	\$5.75	\$195,541
Photographic Equipment and Supplies	144	\$149.06	\$5,067,136
Film	132	\$9.72	\$330,486
Film Processing	139	\$31.29	\$1,063,822
Photographic Equipment	145	\$61.99	\$2,107,178
Photographer Fees/Other Supplies & Equip Rental/Repair	149	\$46.05	\$1,565,530
Reading	139	\$216.01	\$7,343,102
Magazine/Newspaper Subscriptions	140	\$88.63	\$3,012,928
Magazine/Newspaper Single Copies	130	\$24.92	\$847,089
Books	142	\$102.45	\$3,482,853

Data Note: The Spending Potential Index (SPI) is household-based, and represents the amount spent for a product or service relative to a national average of 100. Detail may not sum to totals due to rounding.

Source: Esri forecasts for 2010 and 2015; Consumer Spending data are derived from the 2006 and 2007 Consumer Expenditure Surveys, Bureau of Labor Statistics.

March 27, 2012

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